FINAL REPORT

Evaluation of Visitor Reception Centre

La Mauricie National Park, Quebec

February 1985

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FOREWORD

The Policy and Research Branch of Parks Canada (Quebec) planned the evaluation of the recently-constructed Visitor Reception Centre at the St. Jean des Piles entrance to La Mauricie National Park in 1983. When the persons responsible for this project were unable to execute it, I was happy to be invited to complete the evaluation according to objectives which had been chosen. The association with all those persons engaged on the project has been a happy one; this is especially true of Alain Charlebois, Manager of the Branch concerned, and of Pierre Marchand whose transfer had been the cause of my involvement.

My own pleasure in working on the project has been increased considerably by the knowledge gained of a little-known component of the Laurentian heritage.

Eileen Marrett
Consultant
Course Design, Training, Evaluation

37, Windsor Avenue
Westmount, Quebec H3Y 2L9

December, 1984.

THE PROBLEM

La Mauricie Park is one of a network of natural parks which is mandated to provide long-term protection of the environment while at the same time encouraging an increasing number of persons to visit. This dichotomy has been addressed with the opening of the Visitor Reception Centre which is situated at the St. Jean des Piles entrance to the park and the purpose of this study is to evaluate the impact of those facilities now in place. It is only by such identification that problems which may have arisen may he identified and solved; data based on both observation and interviews form the basis of this study which will be quantitative rather than qualitative.

The VRC consists of an attractive structure whose architecture fits into the landscape. Outside the centre itself are several panels where the various activities encouraged within the park are summarized for the visitor's attention. The panels also list the themes of the park and cater to the visitor's desire to explore his surroundings by through some striking photos of locations (s)he would no doubt enjoy; awareness of the national network of which La Mauricie is part is also shown for those who may wish to make use of them at another time.

The VRC itself, shown in the Appendix, went into full operation in 1983 and is divided into three parts — a room housing the various reception facilities and an exhibit illustrating further those

activities in which the visitor might participate. Inside the adjacent Exhibition Hall is a beautiful re-creation of some of the activities of earlier residents of the area as well as the difficulties attendant on their daily lives. The diorama itself represents a new approach to the problem of helping visitors view the park as an entity. As such it is a microcosm of the region showing the development of the natural features and the growth of industries based on those features. Striking use has been made of paper to reproduce highly-stylised models; light and sound also contribute to the effect of the whole display as the visitor views it.

The multi-functional room which forms the opposite wing of the building has been designed to allow audio-visual presentations which might contribute further to the visitor's enjoyment of the park during his stay.

INTRODUCTION

The Visitor Reception Centre operated fully for the first time in 1983. Records show that just under 250,000 persons visited the park that year; July showed the heaviest use. From May to October of that year more than 40,000 persons visited the VRC of whom 10,948 registered, as required, for canoe-camping, fishing and scuba-diving. Since the St. Mathieu entry is closer to good swimming, and most of the park visitors live in the region and are familiar with its beaches, the majority of visitors use that entrance. 34,571 vehicles passed through those gates during the busy summer season, 26,377 entered by way of St. Jean des Piles. For the whole year, however, a difference of only 1000 vehicles was noted; 43,674 used the St. Mathieu entry, 42,574 that at St. Jean des Piles.

A stop at St. Jean des Piles, therefore, may entail use of the reception services, registration for certain activities, a visit to the Exhibition Hall, and the viewing of a film on the theme of the park. This evaluation will be concerned with the interpretive installations and resulting activities promoted by the:

a. Exhibition Hall

b. Welcome Centre

c. Information panels external to the Centre.

The results will be presented in that order and the initials A, B, C will be used throughout to designate clearly each part of the study.

The principal objective of the park is to sensitise the public to the values of the Laurentian heritage, thus enabling them to identify the most important characteristics of the natural, cultural and historic aspects of the park.

The other major objectives are to bring about a feeling of belonging to the Laurentian milieu amongst local visitors, and encouraging tne desire to participate in the Laurentian heritage through participation in the different activities available in the park. Another important objective stated is to permit the visitors' comprehension of the park rules as demonstrated through past history and future possibilities. All the objectives stated are concerned with the park exhibits as an instructional tool in the physical, cultural and economic history of the region. The Appendix contains a complete list of the objectives to which reference is made.

Commissioned by Environment Canada

Parks Canada Program

Program Planning and Development

Policy and Research Branch

Quebec City, Quebec, this study will answer several

questions. Who are the visitors to La Mauricie Park and from what regions do they come? What socio-economic background do they represent? How effectively to they grasp the ideas presented through the various media utilised by the VRC? How satisfactory are the services now provided?

The report will be divided into four main sections. Chapter 1 will describe the collection of data for each part of the study. The types of questionnaires, as well as the methods employed, will be described, as will the kinds of information required.

Chapter 2 will describe the extraction of the information required from the raw data which has been collected for each of the three parts of the study. Chapter 3, the results of the study, will be divided into three principal parts based on the objectives of this evaluation. For two of the sections, there will be a demographic description of the visitors arriving at La Mauricie Park; this will be excluded for the observation study, as this part of the research consists of a description of subjects' behaviour at the various modules within the Reception area. Essentially the question being considered is: to what extent is visitor behaviour affected by the different installations which are located there?

Chapter 4 consists of a discussion based on a synthesis of results described in the preceding chapter, the objectives on which the

evaluation has been based, relevant studies which have been done in appropriate fields. Wherever applicable, recommendations made in Chapter 5 will be based on published studies which may be relevant to the questions being asked. A summary of results and recommendations, in French, will be included in the Appendix.

1.0 METHOD

Park records indicate that the month of July is the period when heaviest use is made of their facilities. 1983 was no exception. After a pilot study performed in April 1983, the project was arranged to extend over a 30 day period -- 19 days in July and 11 in August. Subsequently, it has been revealed that approximately 36% of the summer's traffic took place in July.

Although the detailed schedule is included in the Appendix, the following table gives an overview of the number of subjects interviewed or observed on the days in question. Initials used for locations correspond to those used in the schedule shown in the appendix.

Table 1: Overview of observation and interview of schedules

	N	Subjects
PE -- exterior panels	5	147
AI -- circulation, interior	5	256
SE -- Exhibition Hall	20	339

1.1 The survey material

The questionnaires used for Sections A and C require responses giving the demographic details concerning the population; direction of entry to the park, proposed length of stay, and activities planned. These questionnaires also test the information absorbed from the different displays and are shown in the Appendix.

In the case of the Exhibition Hall, testing of new information is done in the form of open questions, thus allowing flexibility in the responses given. The range of questions asked is more detailed than that given to subjects responding to information based on the outside panels. This latter group are asked to name three activities which encourage conservation within the park. Subjects being tested after visiting the Exhibition Hall, however, were tested on each part of the display located there.

The observation component, which is shown in the Appendix, on the other hand, required no input from subjects, as it was completely non-reactive. Only the most obvious details, such as sex, and approximate age group are utilised outside the circulation patterns of subjects.

1.2 Collecting the data

It was estimated that the collection of information would last for 20 days and yield about 330 questionnaires. The actual number of subjects, 339, which excludes the 21 refusals, corresponds adequately to that estimated; thus, the levels of confidence are $\pm$ 5.2% for P = Q = .5. The limits established suggest that the information given will be accurate 95% of the time. This is an acceptable level for the size of the sample, since the total population visiting the VRC from May - September 1983 was 37,126. There were marginally fewer, 36,936, in the same period in 1984.

The requirements of time and funds allocated to this project indicated that the interviewer, wearing Parks Canada uniform, wait for five minutes after the end of each interview before identifying the next subject. In this way a steady stream of subjects was ensured, even at periods less busy than others. Visitors could respond in either French or English; all those under 12, however, were excluded from the study.

Since the questionnaire consisted of both open and closed questions, the five-minute break between subjects allowed the pre-coding of questions according to previously-established parameters. Parks Canada's 1980 study on Campers and their Needs FC 2914 M 37 C 212e found that 97% of those visiting the park were francophone. The

questionnaires, however, were available in both official languages; apart from some necessary administrative details, they were completed by the interviewer as the subject responded verbally to the questions posed.

The second part of the study depended on observations only, being totally non-reactive. Approximately six observations took place each hour; three minutes were allowed at the end of each observation before the beginning of the next, thus ensuring a continuous flow of subjects, even during the busiest periods.

Observation started as soon as the subject entered the main hall and ceased on his/her leaving that hall, whether to enter either of those adjacent, or to go outside.

The three-minute period allowed the transcription of data as required by the task on hand.

1.3 The scope of the study and its results

The objectives of this study are directly concerned with the behaviour of visitors to the park who visit the VRC at St. Jean des Piles and make use of the installations there. Since the work of the personnel is most effectively done when they are fully informed about who visits the park and how they use its facilities, there are three parts to the

study; all results and recommendations, although synthesized, will be very closely linked to the objectives which have been clearly stated.

The Exhibition Hall is an important part of the VRC. As such it presents in diorama form, installations which are intended to "sensitise the visitor to the principal natural, cultural and historic values which constitute 'the Laurential heritage.'"

The study therefore will pursue the following objectives:

1) describe certain demographic characteristics of visitors and their utilization of the park,
2) determine the thematic elements perceived by the visitor in the Exhibition Hall,
3) determine the information gleaned during the course of the visit,
4) estimate the potential of the hall to encourage the visitors' discovery of the park,
5) note the changes desired by the visitor.

From the information gleaned, a fairly complete demographic picture of these visitors has been developed; the total population has been considered, as well as certain categories of persons such as those who are visiting the park for the first time; those planning a stay of more than one night. Scholarity has also been used as a variable in determining the amount of learning produced in certain segments of the population.

Statistical analysis using the Statistical Analysis Systems (SAS) has been performed. In most cases frequencies have been tabulated and will be shown in graph and/or tabular form as required. There are 340 subjects.

Closely allied to these objectives are those concerning the stops made in the Welcome Hall. This hall is located in the central part of the VRC, flanked on one side by the Polyvalent Hall, on the other by the previously-described Exhibition Hall.

As shown in the diagram in the Appendix, the Welcome Hall includes several modular installations; amongst these are desks from which park personnel dispense information, booklets, pamphlets and maps; self-instructional modules illustrating the different activities available in the park. These installations have been designed with the intention of interesting visitors to participate in the activities available.

The objective of this part of the study is to estimate the effectiveness of these installations. How many visitors actually make use of them to plan their park stay, thus freeing the personnel available to answer questions which may need individual responses.

The third part of the study is concerned with the information panels situated close to the parking lot which is part of the VRC complex.

The panels here placed are the means by which Parks Canada dispenses information not only on La Mauricie National Park, and the activities which it promotes, but on other parks available across Canada, on the rules and regulations which govern behaviour there.

The objective, then, is to determine the percentage of visitors consulting both types of panels after visiting the VRC. The second objective of this part of the study is to estimate how effectively the VRC dispenses information, whether such information was specifically required or not. There are 147 subjects for this part of the study.

These studies therefore will result in definite decisions being taken as to the effectiveness of each part of the interpretive installations constructed in the VRC; these installations are intended to sensitize visitors not only to the present day activities which may be enjoyed in La Mauricie National Park, but also to the heritage, knowledge of, which is intended for the visiting public's information.

Statistical analysis for parts B and C has utilized, for the most part, the Statistical Package for the Social Sciences (SPSS). A confidence level of .05 has been selected for computation of test results. For a normal population distribution, the results here shown may thus be considered accurate, not merely the results of the effects of chance in 95 cases out of 100.

2.0 STATISTICAL PROCEDURES

After the questionnaires were completed, both pre-coded and manually-coded data were placed on magnetic tape to facilitate computer treatment of that information. The codes used were 1183 for the questionnaires answered by subjects who had visited the Exhibition Hall; 1283 for the observation documents used for tracking information; 1383 for the questionnaires answered by subjects consulting the panels outside the VRC.

2.1 Processing the data

Data was analyzed with the help of both SPSS (Statistical Package for the Social Sciences) and SAS (Statistical Analysis Systems) packages. Both these systems have comparable analytic capabilities, therefore the results which they show are equally accurate and interchangeable.

The variables analyzed include sex, age, scholarity, location of permanent residence, length of stay planned for both first-time and other visitors to the park.

Bivariate histograms and frequency tables are used to facilitate comparison of these factors. Tables show, also, time at various panels as demanded by the appropriate objectives of each part of this study.

Reaction of the subjects to the Exhibition Hall comes from two types of data. Subjects were asked to express their attitude to the park and to the exhibition itself in the categorical response mode, thus making coding a very simple operation. Other questions, however, were designed to discover how much information subjects gained from that presented in the Exhibition Hall. The frequency of responses made by different categories of subjects have been calculated and comparisons made based on the data available.

2.2 Data analysis

Each day's data was double-checked for accuracy in the periods assigned for this task. Thus errors in coding were avoided and the quality of data maintained.

Following this, the data was analysed with the help of either the SPSS or SAS programme which allowed the information sought to become available for further analysis.

As indicated on the schedule shown in the Appendix, the subjects for each part of the study were interviewed/observed at different times, thus providing a very wide sample on which information has been based.

The most useful method of extracting conclusions appeared to be through using frequency information for each of the objectives.

Comparisons have been made also for different categories within the population; except for the observation document where this was impossible, each major group has been broken down into smaller categories. Cross-tabulations have been calculated and these results will be shown wherever appropriate.

There is a schedule showing the total period within which the study operated. The following overview, however, shown in Table I above, gives an immediate picture of the number of days used for each part of the study, and the number of participants involved in each sub-category which has been analyzed.

3.0 RESULTS OF THE STUDY

It was anticipated that during summer season, 1983, the entry point at St.Jean des Piles would become the principal one. Since more than 37,000 visitors had arrived there the previous year, the sample population of 340 on which the Part A of this study is based corresponds adequately to that originally estimated when plans for this work begun. This chapter, divided into three major parts A, B, C, each corresponding to one of the major sub-divisions, has been further broken down to the objectives of each part of this study. Copies of all documents used may be found in the Appendix.

3.1.A The Exhibition Hall

One of the aims of the study is to provide a profile of persons making use of the Exhibition Hall; questions therefore were designed to elicit information about the group of which the subject was a part, number of years of scholarity, length of visit planned and activities intended during the visit. Design of the questionnaire ensured confidentiality. No subjects younger than 12 years were included in the study.

Other parts of the questionnaire elicited information in the subjects' familiarity with the park, the activities which they planned to engage in during their stay and their reactions to the Exhibition Hall. The

success of the diorama is judged by the information gained after visitors view the exhibits.

These questions are open and have been pre-coded to allow analysis by computer.

3.1.A.1 Demographic characteristics of visitors to the Exhibition Hall

Table A1, shown in the Appendix, gives a picture of the population (N = 340) on whom this part of the study is based; it is cross-tabbed according to sex and age. As in other studies which have been done, men outnumber women although the sexes are more nearly equal here (see Figure A1). The age group 35 - 49 is also more fully represented in

Figure A1: Population breakdown: sex of visitors to Exhibition Hall

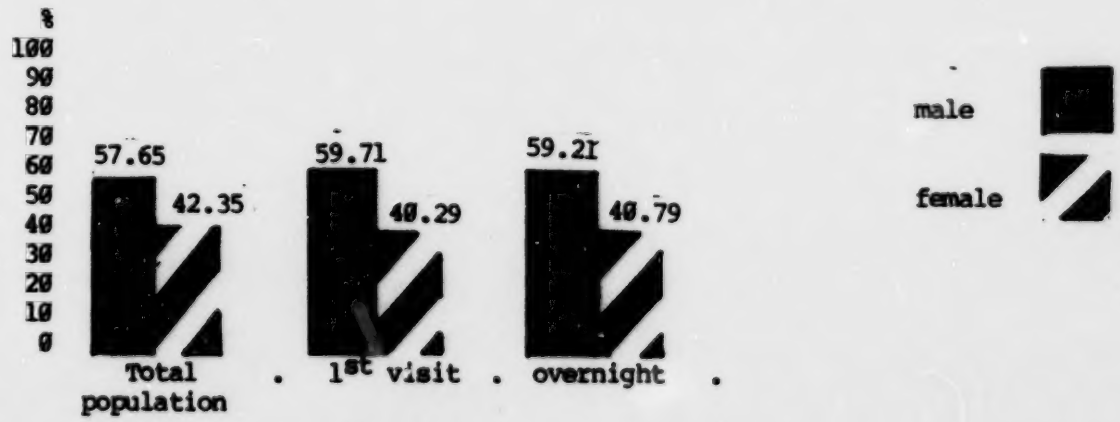
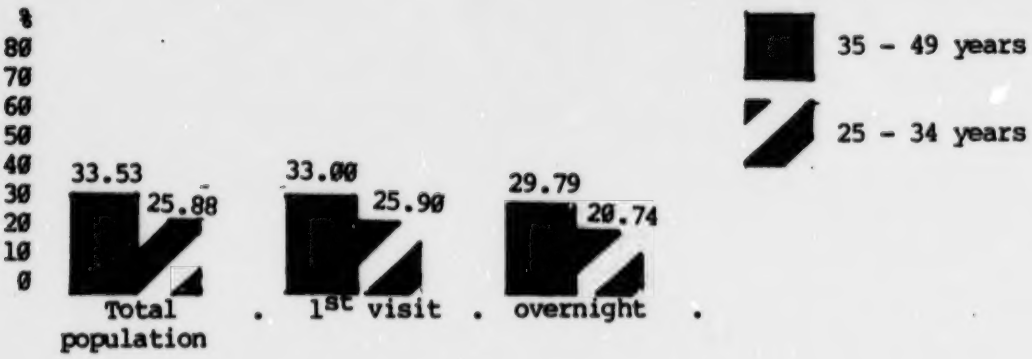


Figure A2: Population breakdown: age of visitors to Exhibition Hall



this sample than in any other (see Figure A2). These percentages are both similar to the findings shown in the Profil du visiteur: Park national de la Mauricie (1982) and the more recent Evaluation of interpretive elements: Belvedere le Passage, La Mauricie National Park (1984). Of the total population of 340, somewhat fewer than half, 42.35% (N = 1.44) plan to stay overnight; 201 or 59% of the sample have paid at least one previous visit to this park.

Figure A3 shows the differences graphically between two groups of visitors. Approximately 46.3% of visitors to the Exhibition Hall live in the Trois Rivières region — a much smaller proportion than that of all visitors to the park shown in the Profil du Visiteur (1982) where approximately 70% are residents of the region; many of these local visitors have paid several previous visits to the park.

Figure A3: Region of permanent residence — visitors to Exhibition Hall (1984) and park (1982)

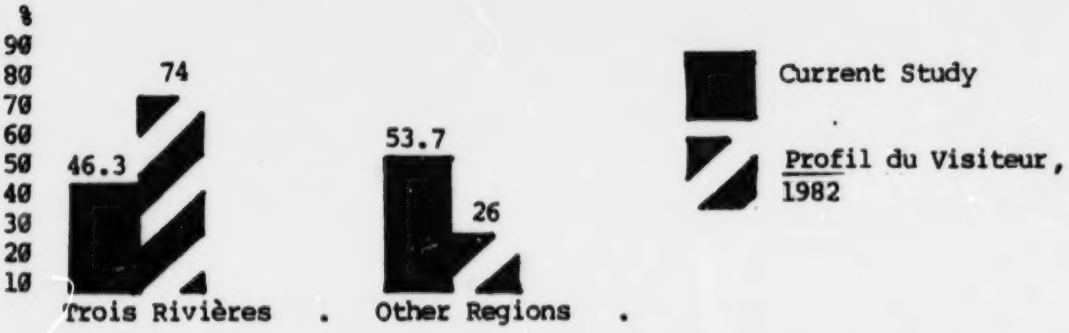
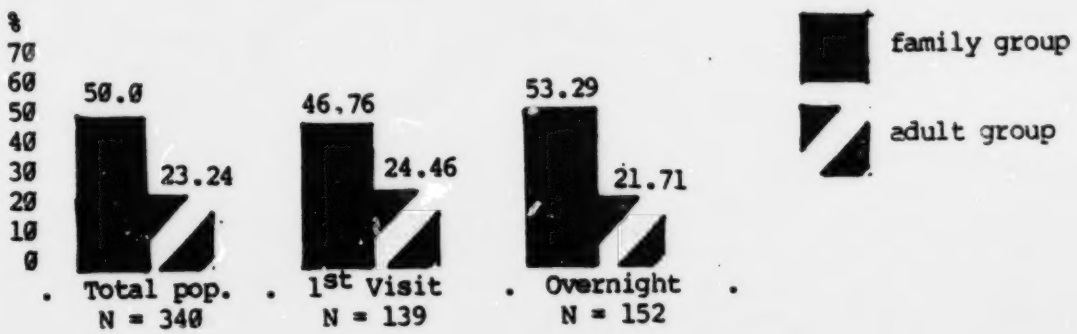


Figure A4 shows the group profile of the population. Each sub-category is approximate in make-up to that of the total population. Of that number, 50% form part of a family group, and 23.24% are

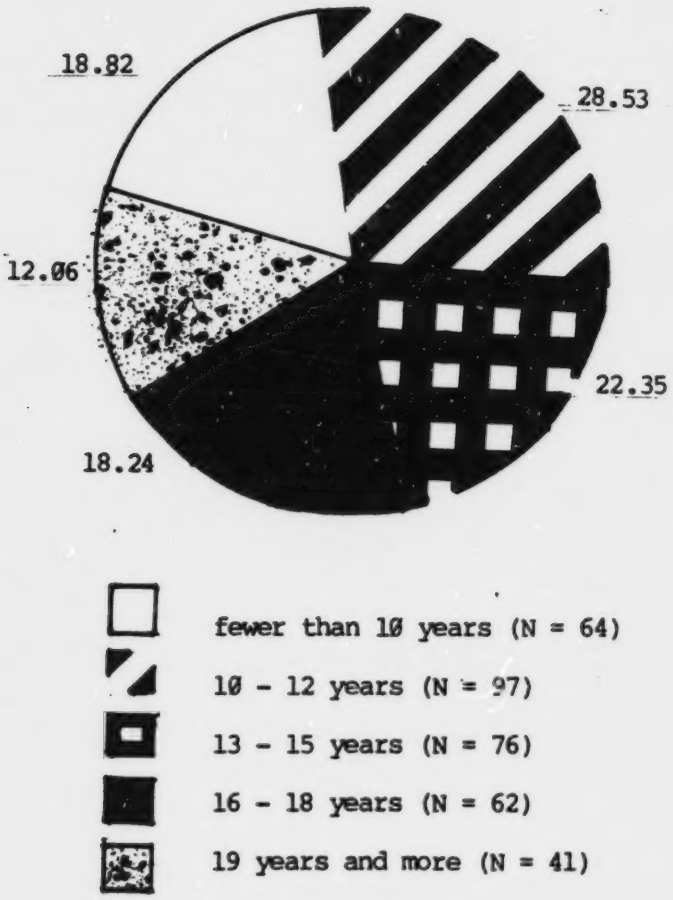
Figure A4: Group profile of population



visiting in the company of other adults. The remainder of each population is divided between singles and organized groups. Table A2 in the Appendix shows the group profile and pattern of visit.

The scholarity attained by persons utilising park facilities is always a major factor considered in planning. Figure A5, which follows, gives a clear breakdown of the scholarity of the total population; the proportions remain very similar for the sub-categories being considered and the whole question is dealt with in far greater detail later on in this study. The largest segment of the population have

Figure A5: Years of scholarity of the total population



either graduated from high school or dropped out just prior to that point in their education.Slightly more than 20% have experienced CEGEP or technical school and, as is to be expected, the number becomes less with each segment considered.

The entry at St. Mathieu has been that most frequently used over the years. According to the pattern which has emerged in this study, the majority of the sample population entered the park by way of St. Jean des Piles since this is where registration for certain activities takes place, and these were the people being interviewed. Figure A6 gives the breakdown of those making use of that point of entry, who also stopped at the VRC. The total figures for all visitors show that the St. Mathieu entry is the one most frequently used by all visitors.

Figure A6: Population using St. Jean des Piles entry and stopping at VRC.

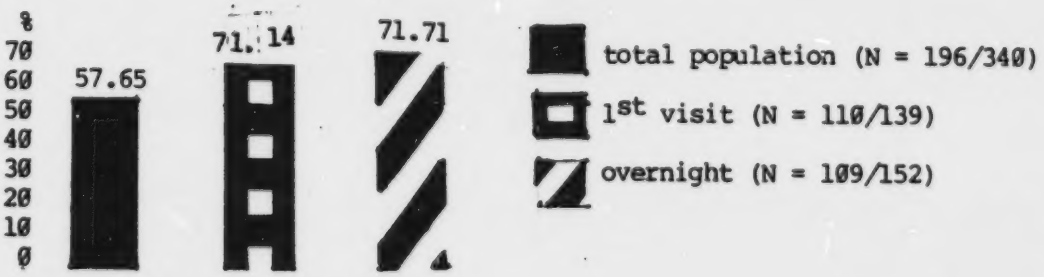


Table A3 shows how that information was conveyed. As in both the previous studies cited above, word-of-mouth has been the most potent publicity agent. 37.94% of the total population attribute their information to this factor, while almost 50% of those visiting for the first time do so.

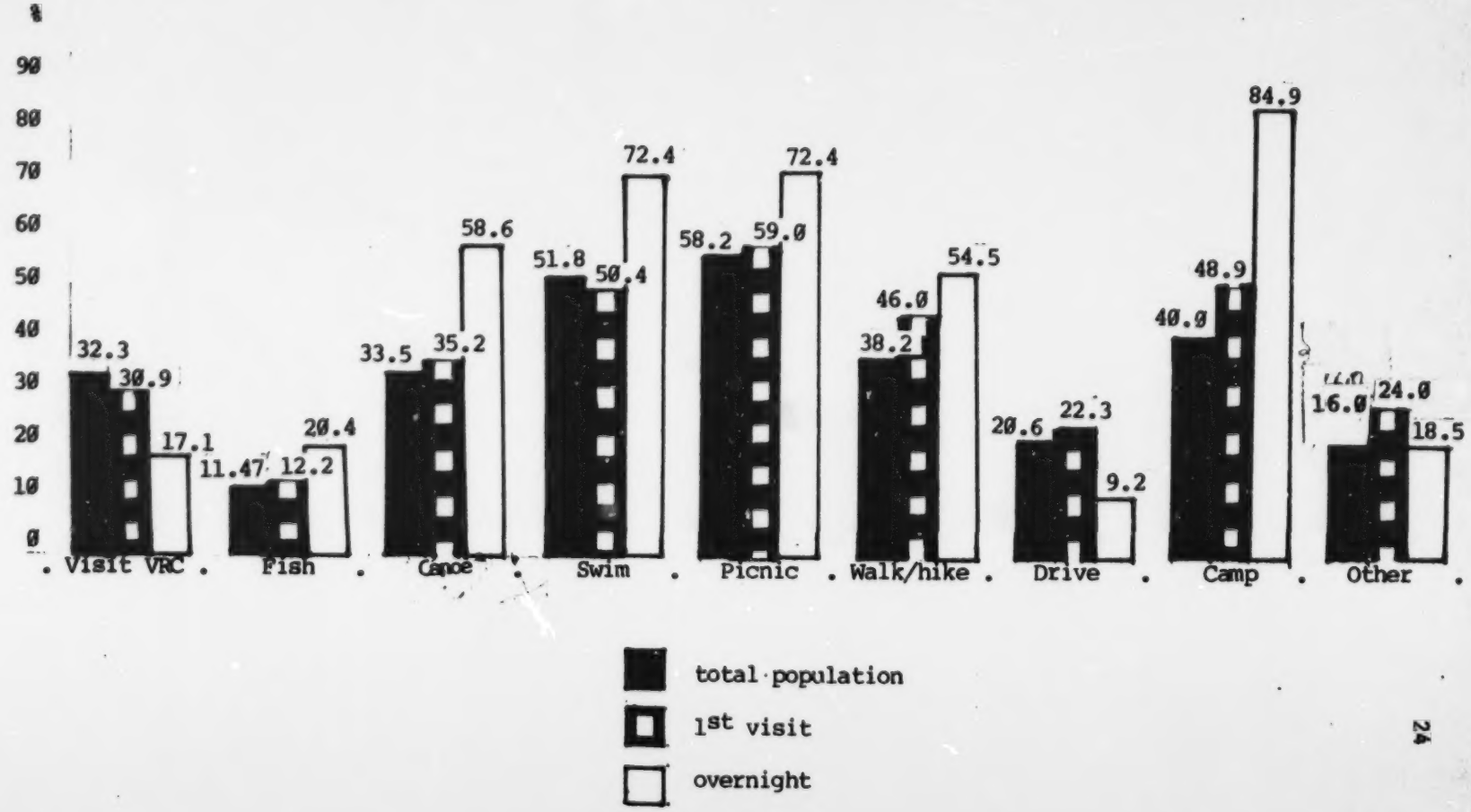
Table A3: How visitors heard of the VRC

	Total population (N = 340)		1st visit (N = 139)	
	%	N	%	N
Word of mouth	37.94	129	48.92	68
Park personnel	15.00	51	15.11	21
Route signs	15.29	52	14.39	20
Newspaper	7.65	26	2.16	3
Television	2.94	10	1.44	2
Radio	1.76	6	1.44	2
Other means	19.41	66	16.55	23

Park personnel and route signs account for a substantial percentage of this information. It should be noted that of the large number who attribute their information to "other means," many specifically mentioned "chance;" it is likely therefore that word-of-mouth has also been important with this group within the population.

Figure A7:

Activities planned by visitors to park



Once they enter the park, visitors have a wealth of activities from which to choose. For all groups (Figure A7), picnicking heads the list, which is only to be expected. Table A4 of the Appendix gives the comparative breakdown for the various groups. Swimming and camping are preferred activities, as are canoeing and walking. Fishing, on the other hand, is not as popular as might have been supposed.

3.1.A.2 Reactions and perceptions of the visitor

The Exhibition Hall which is located in one wing adjoining the Welcome Hall contains a striking diorama illustrating many aspects of the Laurentian heritage. It is indeed a notable aspect of the experiences available to the park visitor, and this section of the report will be concerned with the following objectives associated with that hall:

i) To determine the reactions of visitors to the Exhibition Hall

ii) To determine what thematic elements are perceived by the visitor within the Exhibition Hall.

Scholarity has been considered for this segment of the study in order to define the difference, if marked, between those segments of the population who have experienced 13 years or more of scholarity and those whose formal education has been more limited. Questions 15, 16,

17 are the basis of conclusions concerning reactions of the population following their visit to the Exhibition Hall. References made are to the general goals associated with the VRC which are included in the Appendix.

Question 15: What struck you most while visiting the Exhibition Hall?

Table A5: Proportion of responses to Question 15

Groups	%	N	Responses
Total population	25.9	88	flora and fauna
Scholarity (13 yrs +)	21.79	39	
1st visit	26.62	37	
Total population	15.0	51	photographs and texts
Scholarity (13 yrs +)	15.08	27	
1st visit	13.67	19	
Total population	13.24	45	atmosphere, music, sounds
Scholarity (13 yrs +)	15.08	27	
1st visit	13.67	19	

All groups were impressed most by the flora and fauna displayed, with the accompanying photographs and texts appealing to fewer. Both photographs and texts as well as the general atmosphere as conveyed by the lighting and the sounds were more generally liked by those with 13 years and more of scholarity than by those on their first visit to the park. It should also be noted that the flora and fauna appealed more

to those visiting for the first time and to those with less formal education.

The percentages of responses shown indicate that the first goal set forth for the centre was achieved in approximately 50% of each population. They were sensitized to some of the natural, cultural and historic values associated with the park.

Question 16: In the Exhibition Hall, what things did you like most?

Table A6: Proportion of responses to Question 16

Groups	%	N	Responses
Total population	32.06	109	paper animals, trees
Scholarity (13 yrs +)	16.20	29	
1st visit	13.67	19	
Total population	14.41	49	texts
Scholarity (13 yrs +)	16.20	29	
1st visit	13.67	19	

The answer to this question supported those given previously. The paper flora and fauna and the texts were equally popular with those whose years of scholarity totalled 13 or more; fewer first-time visitors were similarly impressed by these components of the diorama.

The second stated goal which requires that a feeling for the type of landscape be aroused, appears to have been achieved in a smaller percentage of each population. It is natural that a decreasing number of persons answer each open question, but impossible to estimate the success of the goal which is very general in its statement.

Question 17: What did you like least in the Exhibition Hall?

Table A7: Proportion of responses to Question 17

Groups	%	N	Responses
Total population	14.41	49	artificiality of
Scholarity (13 yrs +)	16.76	30	flora and fauna
1st visit	13.67	19	
Total population	7.65	26	heat, gloom
Scholarity (13 yrs +)	8.94	16	
1st visit	9.91	11	
Total population	3.24	11	lack of details, text
Scholarity (13 yrs +)	3.91	7	
1st visit	5.04	7	

Approximately the same numbers of each population react negatively to the displays as did those who were positive in their attitude. The texts chosen, in many cases from appropriate literary works, drew some negative comments, but the heat apparently affected more visitors than

did the lack of details in the selections used. The lighting also, which contributes so much to the atmosphere, was disliked by a certain percentage of each population.

Question 18: What are the principal themes presented in the Exhibition Hall?

Table A8: Proportion of responses to Question 18

Group	%	N	Responses
Total population	26.47	90	beauty of nature
Scholarity (13 yrs +)	21.79	39	
1st visit	30.94	43	
Total population	11.47	39	history of region
Scholarity (13 yrs +)	15.64	28	
1st visit	14.39	20	
Total population	9.41	32	means of livelihood
Scholarity (13 yrs +)	13.97	25	
1st visit	8.63	12	

As may be deduced from the figures given above, large numbers of those visiting the Exhibition Hall were unable to state the principal themes presented. All subjects viewed the beauty of nature as the principal theme presented; more persons with 13+ years scholarity, however, ascertained the importance of the history of the region, followed by the means of livelihood available to inhabitants of the area. These responses indicate that the main objective of the VRC has been attained for the group shown.

3.1.A.3 Changes suggested: the hall's stimulus potential

Question 19 asks visitors what changes they would make if they had the means. Questions 20, 21, 22 are used as the basis of information regarding the hall's stimulus potential.

Question 19: If you had the means to do so, what changes would you make in the Exhibition Hall?

Table A9: Proportion of responses to Question 19

Group	%	N	Responses
Total population	26.25	89	add animal artifacts
Scholarity (13 yrs +)	32.96	59	e.g. skins, beaver
1st visit	27.33	38	dams, fish
Total population	23.00	78	enlarge, improving
Scholarity (13 yrs +)	20.67	37	ventilation and
1st visit	23.02	32	lighting

The great majority of visitors to the hall had no suggestions to make regarding the hall; they liked it as it was. A substantial minority, however, obviously suffering from the heat to which earlier reference has been made, wished to have the ventilation system improved. Another suggestion entails the addition of more animal artifacts. It appears that the desire for reality also embraces the addition of live fish to the display, although it is uncertain that these changes would promote the objectives of the park.

Question 20: Does this hall promote the desire to visit the park?

Question 21: Does this hall promote the desire to know more about the park?

Question 22: Generally, do you like the type of display in the Exhibition Hall?

Question 32: Have you seen the AV production?

Table A10: Proportion of responses to Questions 20, 21, 22

	Q20	Yes	Q21	Yes	Q22-much liked		mod appeal	
Group	%	N	%	N	%	N	%	N
Total population	86.47	294	88.53	301	77.35	263	19.12	65
1st visit	90.65	126	87.77	122	74.82	104	23.02	32
Overnight	87.77	165	86.70	163	72.37	110	23.68	36

Proportion of responses to Question 32

	Yes		No	
	%	N	%	N
Total population	7.67	26	77.29	263
First-time visitor	6.47	9	76.98	107
Overnight	9.21	14	74.34	113

While 90.65% of first-time visitors feel that the hall promotes the desire to visit the park, substantially fewer (74.82%) members of the same population like the display there very much.

Certainly the objective stated for the Exhibition Hall — "susciter chez le visiteur un sentiment d'appartenance au milieu laurentien en le sensibilisant au caractère de ce milieu" appears to have been achieved. Such an objective requires no overt behaviour on which a valid judgment may be made. It is, therefore, extremely difficult to judge the validity of the response given.

In response to Question 22 which asks whether the type of display used in the Exhibition Hall is liked, the positive response drops somewhat, although this still remains the majority opinion. The response to Q32 is important for two reasons: it clearly supports the conclusion reached in part B of this study — the Polyvalent Room is greatly under-used. Very few visitors appear aware of the audio-visual presentation which is designed to add to their enjoyment of the park. Responses to this question are also important in light of the earlier response to Questions 20, 21, 22.

Question 29: Do you think this hall provides a good image of La Mauricie?

Question 30: Would a visitor from La Mauricie who visits this hall become prouder of the region?

Table A11: Proportion of responses to Questions 29, 30

	Q 29						Q 30					
	Yes		Not Know		Perhaps		Yes		Not Know		Perhaps	
	%	N	%	N	%	N	%	N	%	N	%	N
Total population	78.17	265	6.78	23	6.78	23	82.60	280	7.37	25	4.72	16
1st visit	77.00	107	7.91	11	12.23	17	84.17	117	8.63	12	5.76	8
Overnight	77.00	117	7.24	11	8.00	12	79.00	120	10.00	15	5.26	8

This table indicates the very positive response to these questions. It demonstrates, as far as possible, the favourable image projected by the VRC. Even more important it appears to fulfil the same stated goal as that discussed in connection with the questions above.

3.1.A.4 Learning absorbed by the visitor

The new learning absorbed by the visitor will be deduced as the result of the answers to questions 23, 24, 25, 26, 27. As has been done for the previous group, the responses of those subjects who have experienced 13 years and more scholarity have been considered separately in order to verify as far as possible the effect which this factor has on the learning promoted.

Question 23: What have you learned about the Indians?

Table A12: Proportion of responses to Question 23

Group	%	N	Responses
Total population	40.82	135	type of life, food,
Scholarity (13 yrs +)	40.45	73	accomodation
1st visit	38.85	54	
Total population	5.60	19	way in which they kept
Scholarity (13 yrs +)	7.87	14	equilibrium with
1st visit	7.19	10	nature
Total population	47.79	162	nothing
Scholarity (13 yrs +)	48.31	86	
1st visit	44.38	79	

Approximately 40% of subjects within each category absorbed information about the Indians from the display. Unfortunately almost 50% of each category learnt nothing, thus balancing the negative and positive. Scholarity does not appear to be a factor worth considering amongst those who stated that they had learnt something, there being very little difference in responses given by the different groups of subjects.

Question 24: What have you learned about the rafters?

Table A13: Proportion of responses to Question 24

Group	%	N	Responses
Total population	23.59	80	difficult life, quick
Scholarity (13 yrs +)	25.84	46	eye and feet
1st visit	25.90	36	necessary
Total population	18.87	64	other (e.g.interesting
Scholarity (13 yrs +)	19.66	35	text, photos—
1st visit	19.42	27	first colonists
Total population	52.21	177	nothing
Scholarity (13 yrs +)	48.31	86	
1st visit	50.36	70	

As the percentage of students who have absorbed information decreases, those who claim to have absorbed nothing increases, whatever their formal education has been. Both those sub-groups whose scholarity is greater and those who are paying their first visit, appear to have learnt marginally more from the display than did the total population. It should be noted that apart from the 50% who have learnt nothing, approximately 20% mention no factual information which they have absorbed. Since the primary objective of the VRC is to sensitize the public to the facts associated with the park, these figures are particularly interesting.

Question 25: What have you learned about the loggers?

Table A14: Proportion of responses to Question 25

Group	%	N	Responses
Total population	29.50	100	difficulty of work,
Scholarity (13 yrs +)	21.91	39	use of horses
1st visit	31.50	63	
Total population	19.44	65	distance from families
Scholarity (13 yrs +)	23.60	42	way of living
1st visit	18.00	36	
Total population	42.48	144	nothing
Scholarity (13 yrs +)	44.94	80	
1st visit	41.00	82	

Like the previous question, this is also associated with the primary objective of the VRC. The numbers of those reporting that they learnt nothing has decreased marginally from those in the previous response. A slightly larger percentage of visitors also state a second fact learnt from this display.

Question 26: What have you learned about the lakes?

Table A15: Proportion of responses to Question 26

Group	%	N	Responses
Total population	27.43	93	effect of ice on landscape
Scholarity (13 yrs +)	22.47	40	
1st visit	26.00	62	
Total population	5.31	18	source of food
Scholarity (13 yrs +)	4.50	8	
1st visit	3.50	7	
Total population	54.87	186	nothing
Scholarity (13 yrs +)	61.80	110	
1st visit	58.50	117	

Information given on the lakes has been absorbed by proportionately fewer people than other types of material. A large percentage of those with 13+ years' scholarity claim to have learnt nothing at all, while the second fact stated — "lakes as a source of food" — was revealed to a very small group indeed. This question also relates to the primary objective of the VRC.

Question 27: What have you learned about the forests?

Table A16: Proportion of responses to Question 27

Group	%	N	Responses
Total population	10.65	36	40 years for
Scholarity (13 yrs +)	11.30	20	restoration of forest,
1st visit	7.91	11	effect of fire
Total population	8.58	29	preponderence of pines
Scholarity (13 yrs +)	19.21	34	in region, wealth of
1st visit	12.23	17	forest
Total population	55.03	186	nothing
Scholarity (13 yrs +)	57.63	102	
1st visit	51.80	72	

Like the display mentioned in the previous question, this one appears to have had very little impact on visitors to the Exhibition Hall. More than 50% within each category state that they learnt nothing about the forest. The length of time needed for restoration of the forest was learnt for the first time by small clusters within each category. The preponderance of pines in the region was new information for more than twice the number of those with 13+ years' scholarity than for the total population and is related to the primary objective of the VRC.

3.2.B. The Welcome Hall

A detailed look at a circulation pattern includes consideration of the sequence of displays provided. The Welcome Hall in which park personnel are located helps orient the visitor to the park through the displays located in different modules (see Figure B1). These modules are designed to illustrate each of the activities available in the park, be it winter or summer. The conception originally employed in the design suggested the availability of the activities illustrated; further information about them or about other aspects of the park could then be conveyed through discussion with the personnel. In this way the time available for personal contact would be most effectively used to the benefit of the visitor.

One of the concerns of this part of the study will be the number of persons going only to the personnel stationed in the centre, rather than attempting to learn something about the nature of the park on their own before questioning the attendants.

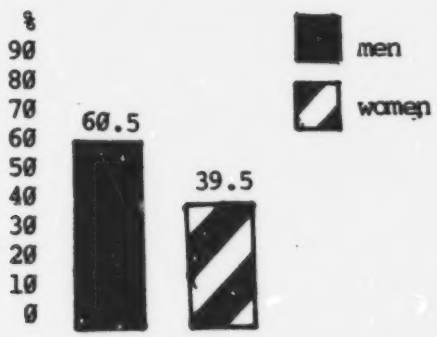
The five days set aside for observation of visitors to the Welcome Hall produced data on 256 subjects. Since no interview took place with these persons, only the grossest characteristics are noted. Random sampling should ensure the more specific characteristics of the population described in A being similar to those described in the present part, B.

The objectives of the study as they relate to the Welcome Hall are intended to clarify the circulation patterns within that part of the VRC. What exactly does the visitor do during his time there? What percentage of stops does he make at each of the information panels? How many visitors go directly to the welcome counter, often without seeking the information required by examining the modules. Since this part of the study is based on a non-reactive questionnaire, only the most easily discernible characteristics of the subjects have been noted.

3.2.B.1 Visitors — physical characteristics

Figure B2, entitled Sex of Visitors to VRC, shows that during the

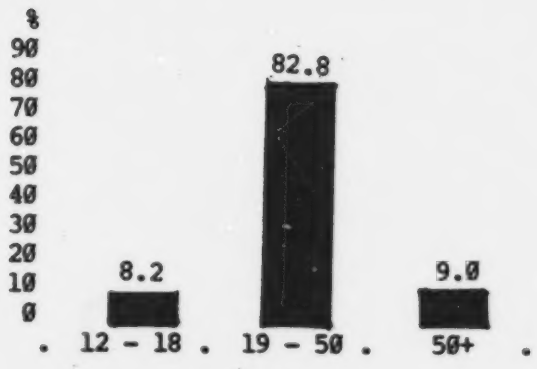
Figure B2: Sex of visitors to VRC



period assigned for tracking the circulation patterns of visitors to the VRC, 256 subjects were observed. Of this number, 60.5% (N = 155)

were men, 39.5% (N = 101) women. The apparent breakdown according to age is shown in Figure B3. Since a non-reactive document is entirely dependent on the observer's perspective, the age groups are shown in only the grossest terms. The indications are that 8.2% (N = 21) were 12 - 18; 82.8% (N = 212) aged 19 - 50 years and 9.9% (N = 23) aged more than 50 years. The study excluded observation of children under 12, whose movements from module to module were not necessarily concerned with the seeking of information; it will be noted that the number of teenaged visitors to the park is similar to that of persons older than 50. These details have been obtained from observation of the St. Mauricie exit as all subjects being observed left the Centre in that way.

Figure B3: Age groups of visitors to VRC



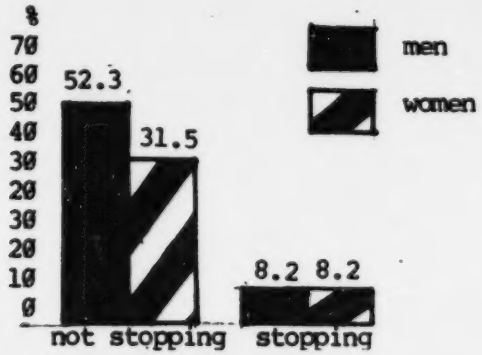
3.2.B.2 Modules, moderately frequented

Both the camping and cooperative association modules attracted a fair amount of attention (see Table B2 in the Appendix). The camping information modules are located on the wall adjacent to the Exhibition Hall and offer more than 2000 square feet of display space for this, one of the most important activities available in La Mauricie National Park.

Information is offered on the different camp sites available, registration procedures, and the various services adjacent to those sites (e.g. the depanneur, nearby amphitheatre used for intepretation activities, etc.).

Of the 16.4% (N = 42) of visitors seeking camping information, 82.8% (N = 212), the overwhelming majority appeared to be 19 - 50 years old. 8.2% (N = 21) appeared younger than 19; 9% (N = 23) seemed older. The older group in this instance, as in others, is balanced by the younger (see Figure B4). Table B2 in the Appendix gives more detailed information.

Figure B4: Sex of persons stopping at camping module



The coop. module is designed to display publications and souvenirs which are deemed compatible with the objectives of the park. It is part of the main installation located most conveniently for the attention of persons returning through the main entry to the parking lot.

Figure B5: Sex of persons stopping at coop. module

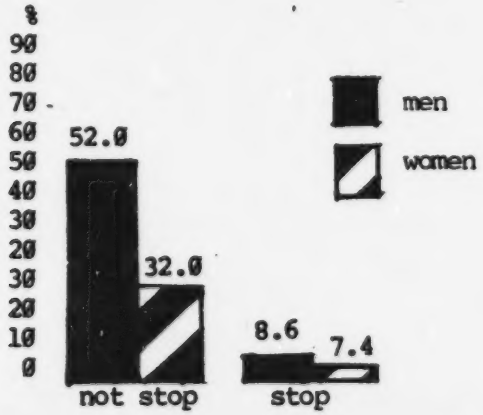
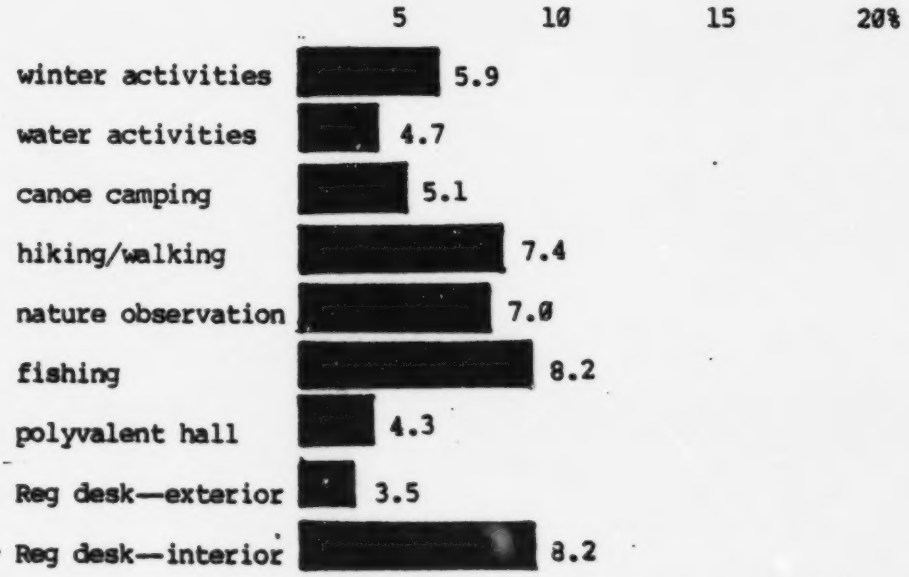


Figure B5 shows the breakdown by sex of all persons stopping or not stopping at this module. 16% (N = 41) did so; approximately the same number of persons who had sought information at the camping module. The breakdown according to age groups (in Table 2, Appendix) shows that 14.1% (N = 36) of those who paused appeared to be 19 - 50 years old; only 27% (N = 5) seemed either less than 18 or older than 50 years of age.

3.2.B.3 Least frequented units

The bank of modules located in the central area of the hall was consulted less than any other. Fewer than 10% of the population stopped at any of the (see B6) modules which are concerned with water activities, canoe-camping, hiking at different levels of difficulty,

Figure B6: Units which attracted fewer than 10% of total visitors



nature observation, and fishing. Close by are desks available for filling out forms and completing other registration tasks.

Of these least frequently consulted modules, the three immediately facing the entrance — fishing, hiking, and nature observation — attracted the largest percentage of visitors; fishing with 8.2% (N = 21) of whom 9 were women, was the most popular of these. The breakdown of visitors, according to age groups, may be seen in the Appendix, Table B1.

The stated objective of the fishing module is that subjects should live harmoniously with nature, profiting from her bounty by taking what is necessary for subsistance. In order to control the taking of fish, the types of which are listed, the purchase of a federal fishing license is necessary, as is count of the catch taken when leaving the park.

Persons intending to go for long hikes are also expected to register for the sake of safety. The different types of hiking paths are described in this module, and this information may also interest persons who wish to go walking, rather than undertake the more strenuous activity. 7.4% (N = 21) stopped at the module of whom 90.5% (N = 19) were in the 19 - 50 age group. No older persons visited the hiking module, the other two both being in the 12 - 18 age group.

The nature observation module, adjacent to these two, suggests points in the park best placed for such activities, and this information may be amplified by further discussion with park personnel. This module attracted 7% (N = 18) of the total number of visitors, of whom 83.3% (N = 15) appeared to be aged between 19 - 50 years. One person only appeared to be over 50.

The facilities needed for registration are provided at the modules closest to the entrance and opposite the central bank of installations. The emplacement here consists of two desks, one designated interior, the other exterior. As might be expected, that closest to the hiking and fishing modules attracted an equivalent number of visitors, 8.2% (N = 21) of the population; of these, 16 persons were aged 19 - 50, 5 were 50+. The exterior desk, on the other hand, had only 3.5% (N = 9) of the population using it, none of whom appeared to be 50+.

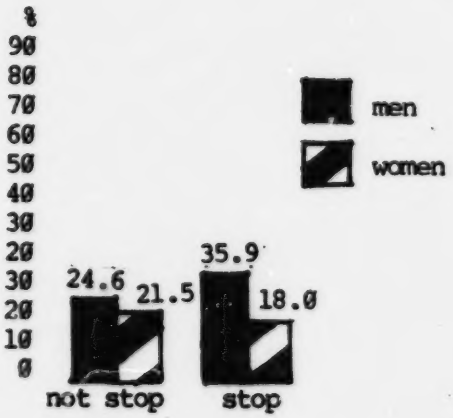
Of all units, those least frequently consulted were designated: winter activities, water activities, canoe, camping. Of these three, the canoe-camping module was visited by 5.1% (N = 13). Four of these were women and ten of these persons seemed to be aged 19 - 50. Winter activities was slightly more popular. That module, even at the height of summer attracted 5.9% (N = 12) while water activities appealed to a mere 4.7% (N = 15).

Judging from this study, the large Polyvalent Hall is the least used space in the VRC. Only 4.3% (N = 11) of the population ventured there.

3.2.B.4 Most frequented units

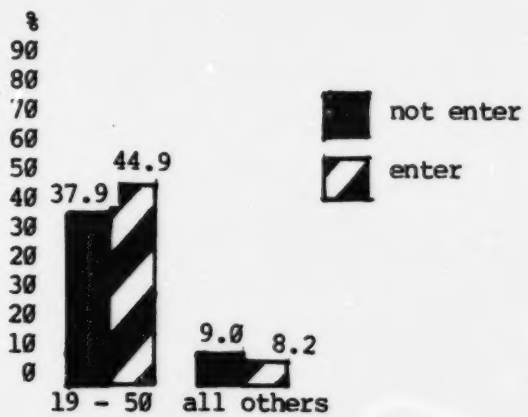
The Exhibition Hall attracted a population of 25% (N = 64). Of these persons, 51 were aged 19 - 50, 8 appeared between 12 - 18 years of age, and 5 older than 50. The total population was almost evenly distributed between the sexes; 33 were male, 31 female. The success of this hall and the reactions of subjects will be described in another part of this report.

Figure B7: Sex of persons stopping/not stopping at welcome module



The welcome counter (see Figure B7) was visited by 53.9% (N = 138) of the total population observed. There were exactly twice as many men as women going to this module — 92 men, 46 women; the age breakdown was also close to norm as revealed in this study — 115 appeared aged 12 - 18, and 13 seemed aged 50+ (see Figure B8).

Figure B8: Age groups of persons stopping/not stopping at welcome module



Manual examination of the data also revealed that 86.9% (N = 120) of these visiting the welcome module visited no other module during the time spent at the VRC.

3.2.B.5 Time spent in the Welcome Hall

The factor of time is always a critical consideration. Many persons arriving at a location such as the Welcome Hall, may be easily distracted by immediate concerns which take precedence over the

displays available for their information. Fretful children, the fatigue attendant after a long drive, extraordinary heat may all play in the time allowed for enjoyment of a space such as the VRC. For whatever reason, computation of time spent at the VRC revealed some very interesting patterns.

Figure B9: Mean time spent (secs) at certain units in VRC

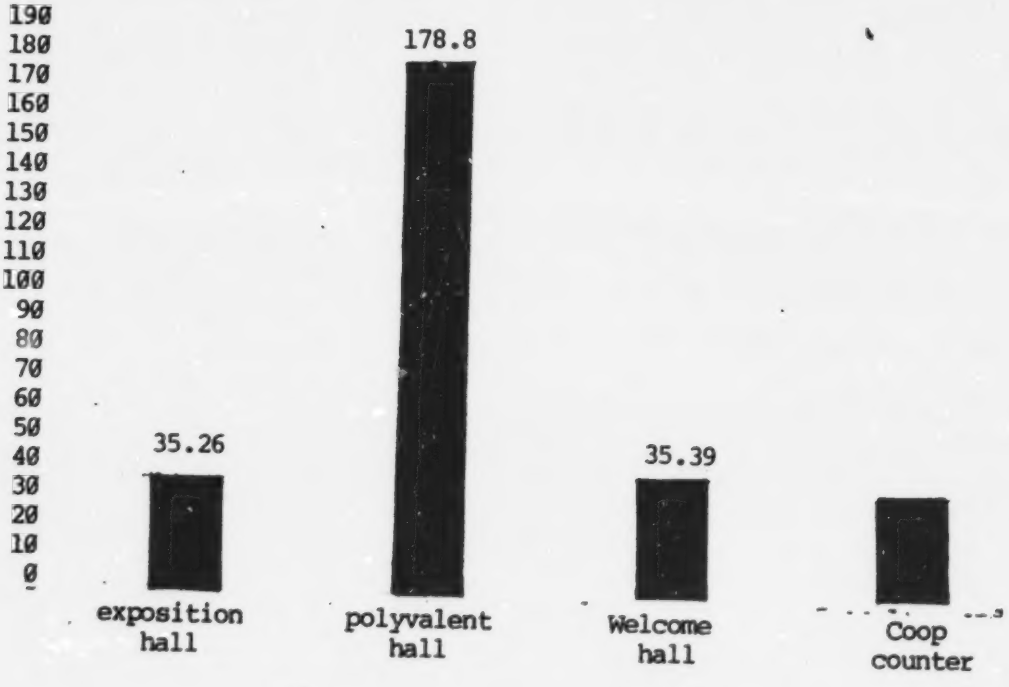


Figure B9 indicates that there was an exceedingly wide range of time between persons visiting the Exhibition Hall and/or the multi-use hall, the welcome counter and the co-op counter all of which deal with more general concerns than the modules illustrating specific activities available within the park. These extremes ranged from

three persons each spending two seconds in the VRC to five persons spending between 311 seconds (5.18 minutes) and 660 seconds (11 minutes) each. Such extremes account for the skewness calculated as 3.91, indicating that relatively few persons accounted for the higher periods of time which increased the mean appreciably.

Examination of Table B3 in the Appendix also shows that though relatively few persons appear to have used the exit/entrance for the multi-use hall these persons stayed for much longer periods in the VRC than any other group. Surprisingly enough, neither adolescent females nor older males are represented at here. Also noteworthy here is the great difference between time spent by men aged 19 - 50 (204 seconds) and time spent by women of a similar age (79.00 seconds).

Males entering the Exhibition Hall and aged 19 - 50, spent 53.56 seconds while females spent 66.48 seconds. Those visiting the welcome counter from each of the categories shown, spent an average of 35.390 seconds — similar periods to that spent at the three other centres of more general interest.

3.3.C The external information panels

Outside the VRC are three large information panels, placed close to the parking area and so designed that visitors can easily view both

sides of each. This offers six surfaces giving different types of information (see Figure C1).

The questionnaires were intended to produce information about those visitors who consult the panels after leaving the VRC as well as revealing how many of them utilize the panels pertaining to Parks Canada, their facilities, and their rules.

The second objective was to ascertain the usefulness of the information being given in the VRC as compared with the needs of the visitors. The study is based on a sample population of 147, all of whom had already visited the VRC; the information given was kept confidential and the questionnaire had also been tested during a pilot study conducted earlier in 1983.

The objectives of this section were twofold. The first part was concerned with describing the number of visitors who stop to consult the information panels after visiting the VRC.

Of the six panels so studied, two have been selected for this purpose. Panel 4 (see Figure C1 above) lists the rules governing visits made to La Mauricie National Park and Panel 6, all the national parks and locations across Canada. Information on Quebec, including as it does the historic sites, is more detailed than that given on the other provinces (see Appendix). The purpose of the information on Panel 4

is to clarify the behaviour acceptable in the park whether by persons driving automobiles or staying at a campsite. The code is designed to assure a peaceful environment in which both man and animal may live without fear.

The second objective of this evaluation is to verify the extent to which the VRC fulfills its functions of dispensing information to the visitor whatever his initial requirements. This information will be mostly concerned with activities in the park which will be measured by the difference, if any, between initial requirements of the visitor and the information which he was given.

The efficacy of the panels standing outside the VRC on the other hand will be measured by the number of people who consult them. The description to follow will be concerned with three groups of visitors: the total population (N = 147); the persons who had visited the park previously (N = 80); persons who planned to spend more than one night in the park (N = 64).

3.3.C.1 The population consulting the panels

As in other studies on La Mauricie National Park in which demographic details have been described, all groups in this study show that 2 - 3 times as many men as women visit the park. The following table shows the breakdown according to sex: for those categories of visitors with which this study is concerned.

Table C1: Breakdown according to sex: visitors consulting exterior panels

	Total population		First visit		Previous visit		Overnight		1 day visit	
		N		N		N		N		N
Male	72.1%	106	74.6%	50	70%	56	73.5%	61	70.3%	45
Female	27.9	41	25.4	17	30%	24	26.5%	22	29.7%	19

Since the VRC had only been opened in 1982 and visitors for ten years before that had been accustomed to entering the park through the St. Mathieu gates, it is also interesting to note the point of entry which the majority of subjects responding to this questionnaire used (see Table C2 below).

Table C2: Point of entry used by visitors to park

	Total population	First visit	Previous visit	Overnight	1 day visit
St. Jean des Piles	87.1 (128)	92.5 (62)	82.5 (66)	81.9 (68)	93.8 (60)
St. Mathieu	12.9 (19)	7.5 (5)	17.5 (14)	18.1 (15)	6.3 (4)

This table shows that more than 80% of all categories of visitors here interviewed used the St. Jean des Piles entry. An earlier study, Le Profil du Visiteur (1982, p. 43) had found that the overwhelming majority, 70%, entered by way of St. Mathieu. It should be noted that some of the activities available in the park, e.g. fishing, canoe-camping, require registration at the VRC, located several miles away from the St. Mathieu entrance. Many of those persons interviewed may have visited the VRC for that specific purpose, therefore the figures, which seem to indicate a major change in behaviour from that found in the earlier study, must be interpreted in that context.

Figure C2: Group profile: persons consulting exterior panels

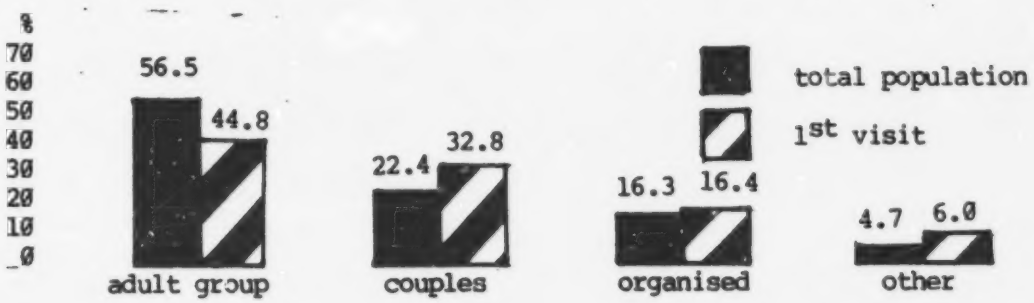
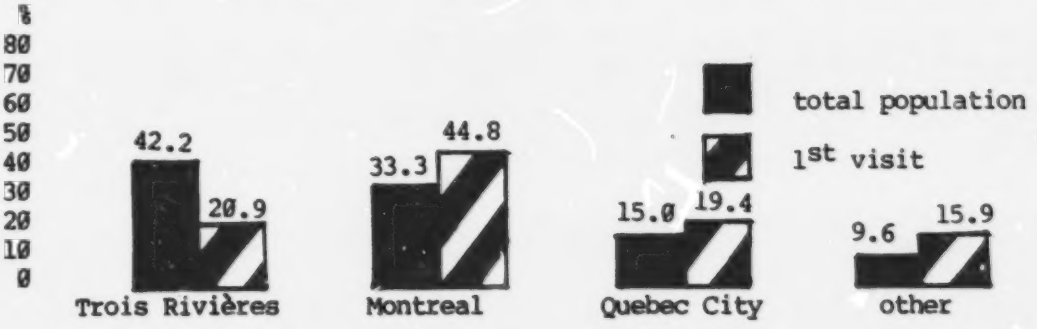


Figure C2 reveals the group profile of these subjects. Table C3 in the appendix gives further details. For all categories, persons forming part of an adult group were a substantial majority of those persons visiting the park.

The recent evaluation of interpretive elements — Belvedere le Passage (1984 p. 94) found that family groups formed the majority of visitors while organised groups were very much the minority, a different breakdown from that in the Profil du Visiteur (1982, p. 26) where, as in the current study, adult groups account for the majority of those visiting.

Figure C3: Region of permanent residence: persons consulting exterior panels



As in both the other studies mentioned the region closest to the park accounted for the largest number of visitors in each category; the Montreal area supplied the next largest number of visitors. These are the same regions which account for repeat visits to the park (see Table C4).

Most of the visitors to a park such as this would be drawn from ages which are likely to enjoy the type of physical exertion which an environment such as this encourages. It is no surprise therefore to discover that approximately one-third of each category of visitors is aged 35 - 49, with those aged 25 - 34 and 50 - 64 arriving in similar numbers. Table C5 in the Appendix gives a more complete picture for each category.

3.3.C.2 Circulation patterns

As we consider the placement of the panels shown in Figure C1, it must be stated that the path leading to the river goes more directly by Panel 4 with its information directly relevant to La Mauricie National Park itself. Since Panel 6 is placed at an angle which obstructs the direct path of the visitor returning to the parking lot, this may account for the overwhelming difference in populations viewing each panel. More than 80% of each category viewed Panel 4 While the reverse was true for Panel 6. Table C6 gives the breakdown of those taking the East path and those taking the West: this table also shows the percentage of persons viewing Panel 4 and Panel 6.

Table C6: Circulation pattern of different categories of visitors at exterior panels

	East path	West path	Rules panel	Parks Canada panel
Total population N = 147	44.2	55.8	86.4	12.2
1st visit N = 67	47.8	52.2	85.1	13.4
Previous visit N = 80	41.2	58.7	87.5	11.2
Overnight visit N = 83	47.0	44.0	84.3	16.9
1 Day visit N = 64	40.6	59.4	89.1	6.3

3.3.C.3 Information effectiveness

This representative sample population learnt about the park by word-of-mouth and also by 'other' means. These "other" means are identified as being luck, constructions signs, folders on the park, tourist information centres. Commercial channels such as a radio, newspapers and television are the least important means of learning about the park, as has been found in other studies done on the park. What is surprising here is the number of persons who ascribe their

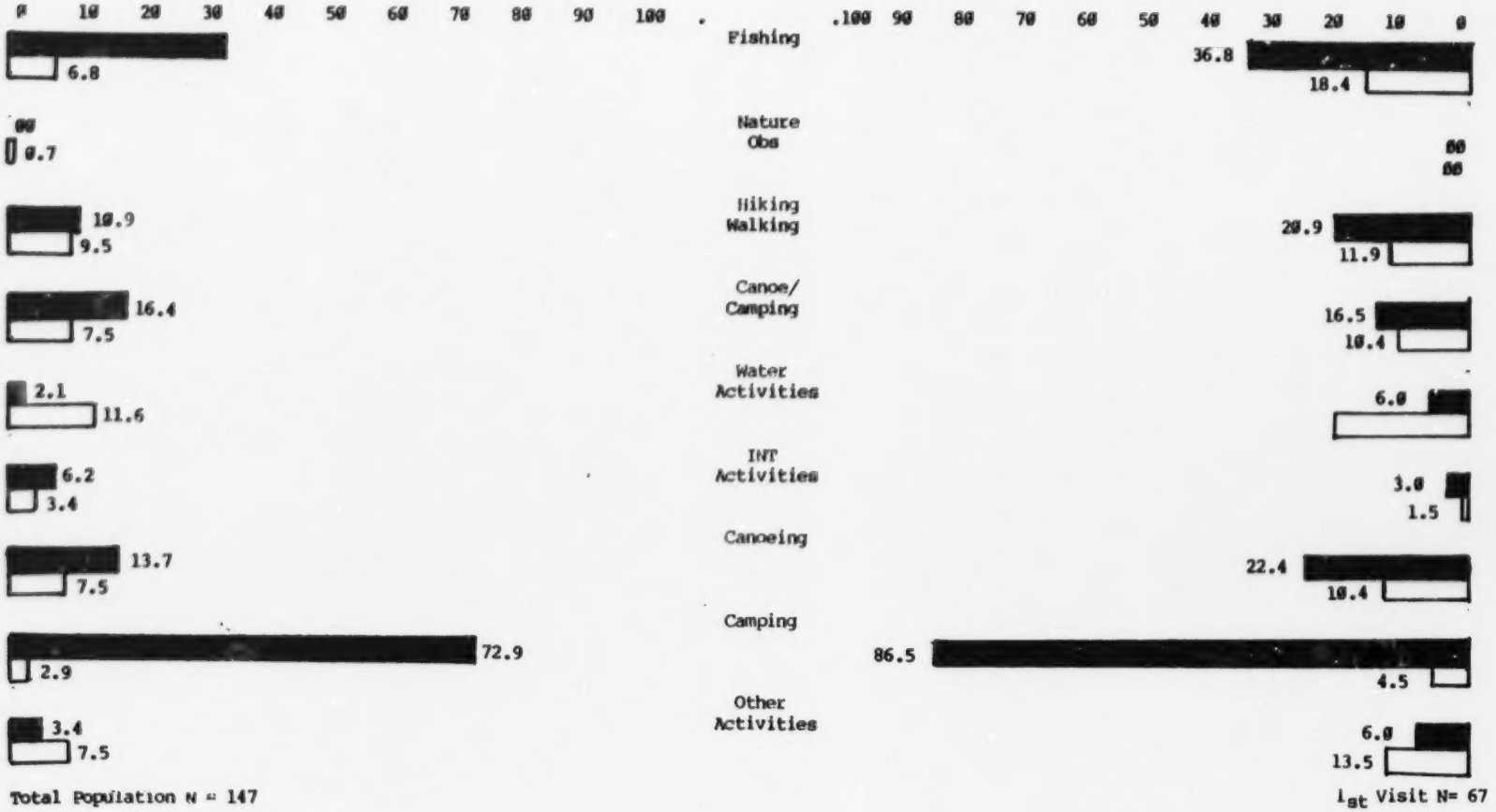
information to means "other" than word-of-mouth etc.; approximately one-third of each category indicate such a source, suggesting close questioning by the interviewers concerned.

One of the objectives of this evaluation is the assessment of the effectiveness of the VRC. Visitors entering the VRC do so in order to get further information about the activities available to them in the park. Some of them may be visiting for the first time and be very unsure of themselves or of the best location for them to visit. Having viewed the panels they may become curious about sport possibilities heretofore unrecognised. Their responses to the appropriate questions therefore will indicate the effectiveness of the service which the VRC gives to those needing information.

Figure C4 shows that information on camping was most frequently desired by visitors. It might be well to mention at this point that all subjects of this study had visited the VRC. It should be noted, too, that many of these persons will have requested information on more than one sport. Therefore, for each category of visitor the total percentage is frequently more than 100%.

Figure C4 also shows that of the 67 persons visiting La Mauricie for the first time, has an even larger percentage of persons is interested in camping (86.5%). Fishing with its 36.8% of the population

Figure C4: Information sought and discovered by total population and first-time visitors.



interested is a distant second. Unsought information on water activities appears the most noteworthy fact about this population.

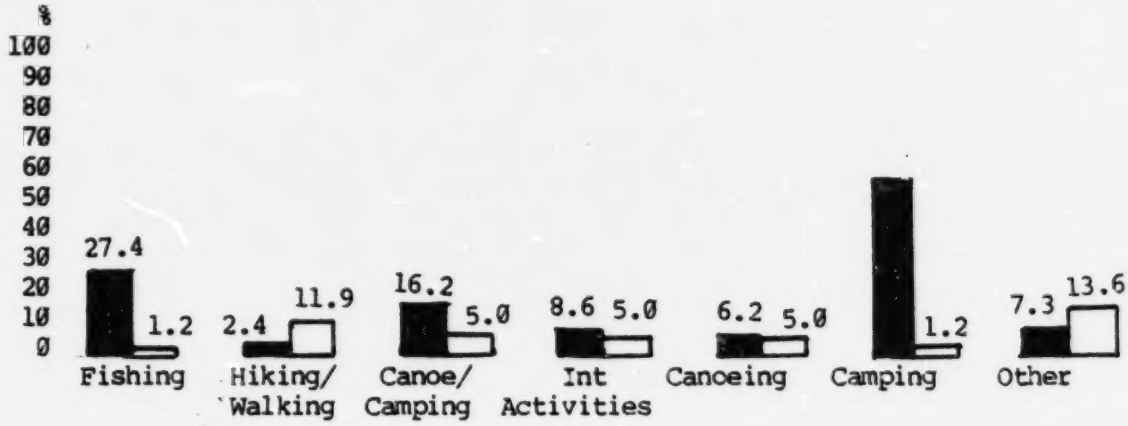
Figure C5 gives a graphic picture of the interests of the population which had previously visited La Mauricie National Park and the pattern for this group on the whole is similar to that for the others, except that hiking/walking possibilities appear to have interested many who had not considered the advantage of the park for this sport.

It is easily understood that all persons planning to spend at least one night in the park would require information on the various camping sites available. This is represented in Figure C5. Members of this sub-group also appear to have come away with more unsought information than did others, and this is especially true of water activities. 10.8% of this population received unexpected information in this category -- representing 4 1/2 times the number of persons who had actually sought it.

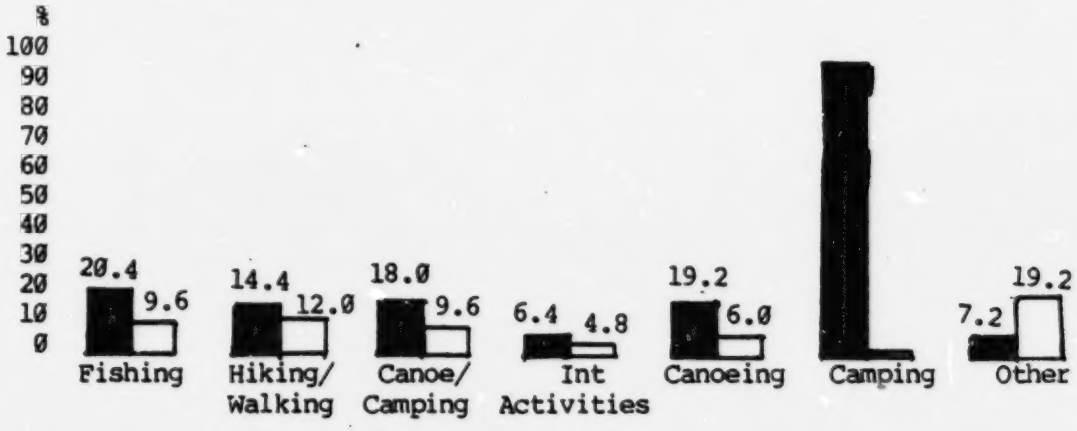
Another sub-group shown in Figure C5 is also easily comprehended. Fishing here for subjects not planning to stay overnight is the most popular activity and 25.1% of persons in this category are interested in this sport. Persons in this category also got information on more sports than they had realised were possible in the park here, as represented by the large percentage shown as "other."

Figure C5: Information sought/discovered: varying populations

Population previously visited N = 80



Population: overnight N = 83



Population: 1 day visit N = 64

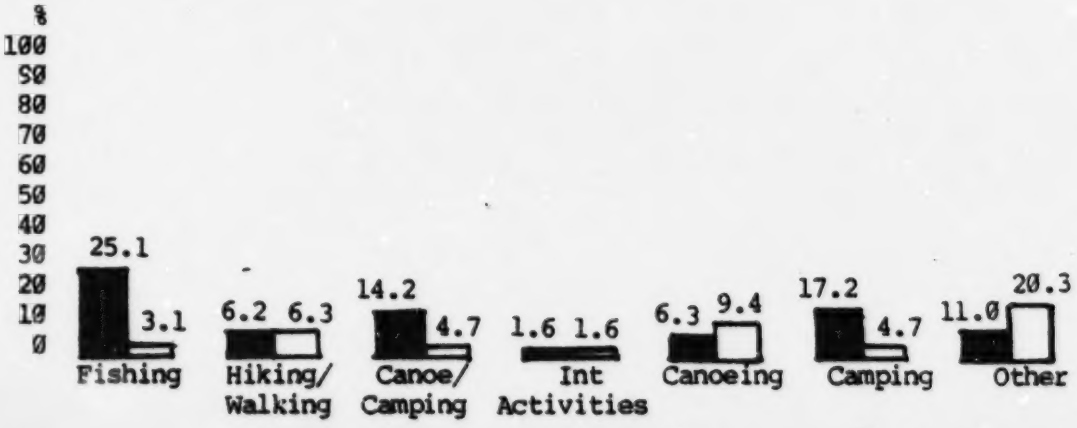
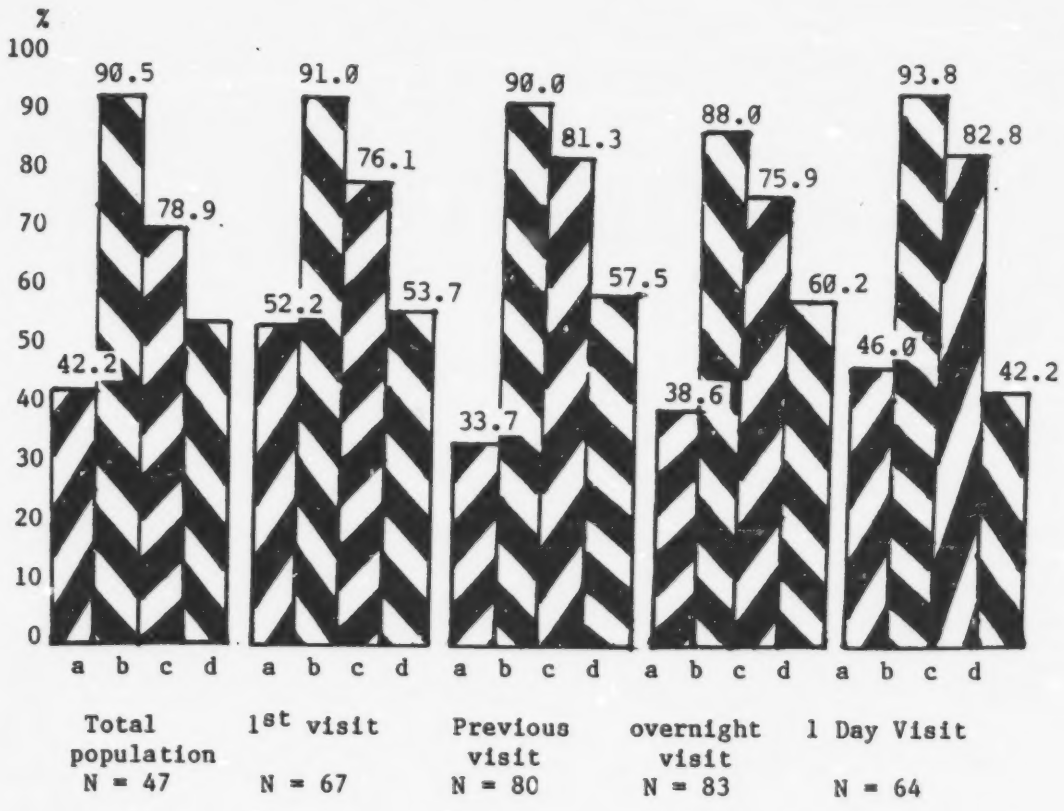


Table C7 in the Appendix shows the breakdown of different categories who acknowledge new unrequested information made available to them. Within this category it should be noted that 52.2% of those on their first visit acknowledge such information while 66.2% of persons who have previously visited the park say that no new information was given to them. Figure C6 summarises the comparisons which may be made between those who acquired new information and those whose responses to questions on erosion gives some indication of what they learnt from material displayed at the VRC. Thus the first column for each category indicates the percentages of persons acknowledging the reception of new information. Columns b, c, d for each category indicate responses to questions on environmental practices taking place in the park. As is to be expected, the number of persons answering correctly decreased with each question. In almost all instances, however, more subjects answered the test questions (b, c, d) correctly than the numbers acknowledging the impact of the information available in the park.

Of all groups categorised, persons who had paid a previous visit to the park represent the lowest percentage (33.7%) who acknowledge the reception of new information, unrequested, at the VRC. The highest positive response to this question was given by subjects (52.2%) who were on their first visit to the park. The rest of the pattern was that formed in response to queries regarding the knowledge of conservation practices operating in the park. Of the five groups

Figure C6: Pattern of information acquired by visitor to La Mauricie National Park



a = information acknowledged
b, c, d = responses to test questions

involved the highest percentage (93.8%) of correct responses was given by subject on a one-day visit to the park. It is normal that the percentage of correct responses given by the various groups should diminish with each response. Figure C6 shows this as the highest percentage of correct responses for Variable 54, 82.8, more than 10 points less than the score for Variable 53, the highest of which was

also scored by persons on a one-day visit to the park. Apart from this last response where 57.8% on a one-day visit scored incorrectly, this pattern is similar for all categories. Table C8 in the Appendix gives the detailed breakdown for this information.

4. DISCUSSION

Persons generally make decisions based on their own interests. Visitors coming to a park such as La Mauricie do so for personal reasons. Signals, therefore, are needed to alert them to the structure of a display, such as that in the VRC, greeting their arrival; fatigue after a long journey, the heat which frequently dictates one's summer programme, irritable children -- all these may contribute to non-attention and therefore demand powerful motivation.

4.1 Visitor behaviour: circulation patterns

There are six functions listed by Miles in "The Design of Educational Exhibits," four of which are applicable to the cirulation patterns developed by visitors viewing displays.

1) Attracting power: This can be measured by the proportion of people who stop at a given display. Figures for these modules in the VRC suggest that, however simple the information being conveyed, few persons are actually stopping to read it. Since visitors come from such a wide background, in some way the major task is to attract them by relating the display to the familiar world of which they are members. The potential camper, certain of his requirements, is not likely to go searching for information from an inanimate object unless a signal beckons and attracts his attention.

2) Holding power: Closely related to attracting power of an exhibit, holding power is judged by the time visitors spend before a display. In order to increase that time visitors must be told what it is about and how it concerns their interests. In some way, camping, or fishing, or swimming has to be made relevant to the visitor's needs; thus he/she is able to respond with ease to the unspoken query, "How can this display help me?"

This relevance as well as the tendency to follow a straight line is clearly illustrated by considering Table C8 showing the number of persons going by the two exterior panels used as the basis of information for Section C. Although the placement of the Rules Panel may attract attention more easily than that showing the location of national parks throughout Canada, it may also be argued that those rules more directly and immediately concern visitors than does a list of distant locations. 86.4% of the total population stopped at the Rules Panel; 12.2% stopped at the other.

3) Presenting information: The third function of the media. Once they orient themselves in the VRC visitors may be expected to utilize the information, available in the modules before seeking further help.

Since a warm, welcoming ambiance and personalized attention are stated as being amongst the objectives of the Welcome Hall — note the name given this space — it is to be anticipated that

large numbers of visitors will seek such help. The important task is to ensure that the information sought is not immediately available at the modules concerned, thus lessening the time available for less obvious situations.

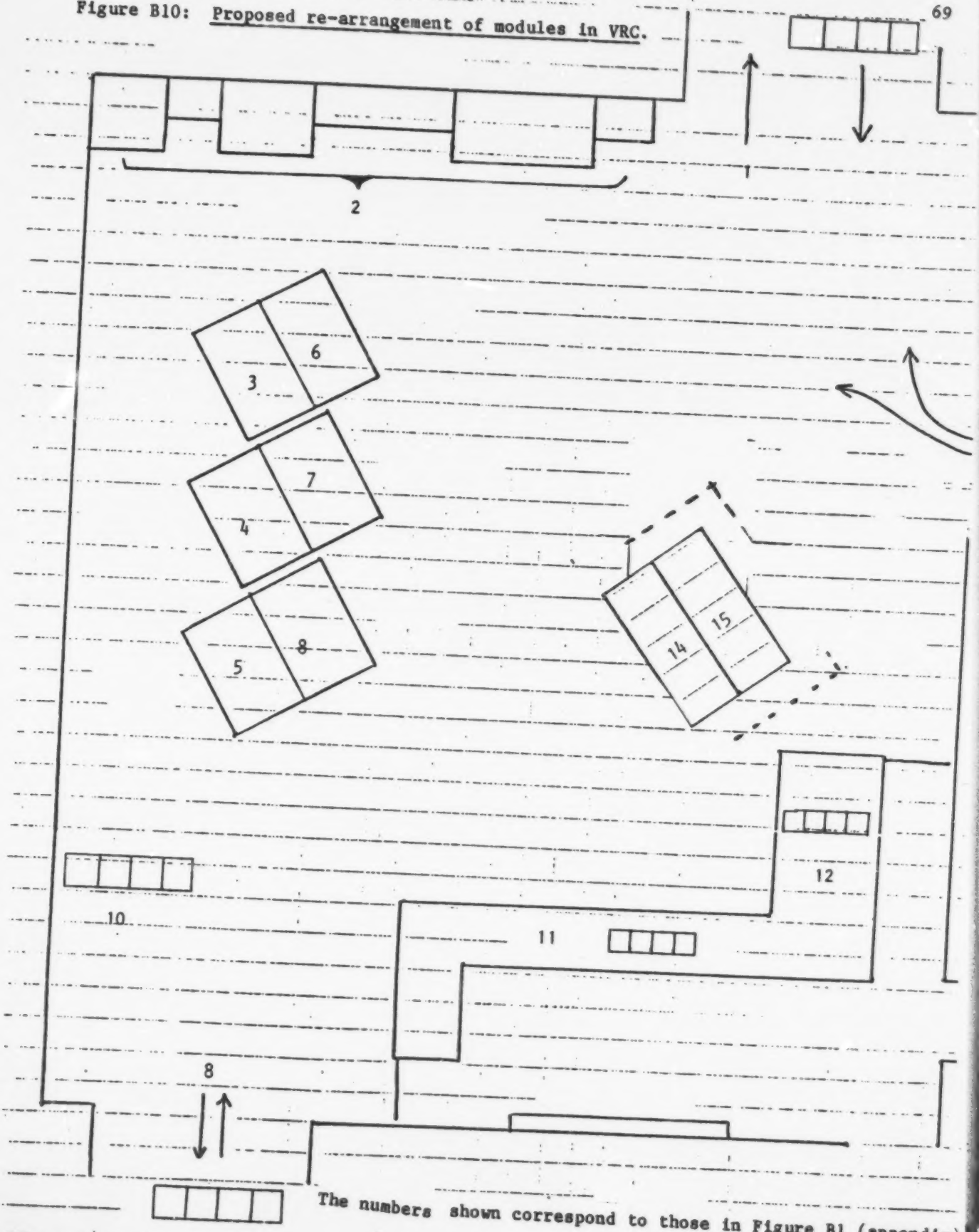
4) Activating the response: The final function of the media, as identified by rules relevant to cases such as the current study. In this situation the response may involve self-registration or require further information which must be provided by the personnel on duty, after the visitor has gained initial information from the modules. A visit to an area such as the Reception Center is dependent on much of the same conceptual framework as a display in a museum. The objectives which form the framework of the design have to be made clear to the visitor; they must be relevant to his interests and he must be motivated to approach and to behave in such a way that the success of the framework becomes evident.

Orienting oneself is certainly one of the factors to be taken into account here — unless the visitor is at ease emotionally, no attention will be paid to the displays available. Thus some indication at the entrance as to the structure of the VRC may be worth considering. An attractive panel, designed in keeping with the rest of the centre, may direct attention to the Exhibition Hall and to the Polyvalent Room with its audio-visual show; even directional arrows may be used. The important factor is that visitors are attracted to what is available for their information.

There are many possible explanations which may play some part in the poor use of the modules at present. Traffic studies in museums have suggested that visitors are unwilling to view displays located in the centre of a large open space. They also spend proportionately greater blocks of time closer to the entrance of a gallery; as they slowly view the scene in front of them, they are trying to determine the extent of the display facing them and to decide how much time should be committed to such a visit. Most important of all, other studies on visitors to places similar to the park, suggest that these persons are frequently non-readers. Mauricie: Etude du potential de polyvalence de propriétes riveraines d'Hydro-Québec is a report on research conducted in the area. The results suggest that the residents of the 04 region form a population that reads less than any other in the province; however, they stand in the front rank of television viewers.

Another point should be considered. We are all basically lazy and tend to take the easy way out, therefore it is to be expected that visitors would find it easier to approach the park personnel to get answers to whatever questions they may have. Not only do they then have access to solutions of their own particular problems through posing their own particular questions, but they also avoid the necessity of walking slowly around modules, digesting information which may not be applicable. Add to this the fact that our North American culture encourages persons to move in a R-L direction and it is apparent that the attraction of the modules is less to the visitor than might otherwise be realised.

Figure B10: Proposed re-arrangement of modules in VRC.



The numbers shown correspond to those in Figure B1 (appendix)

Camping is such a popular activity, immediate attention may be drawn to the modules associated with camping by means of some attention-getting device. For example, banners are often designed for use in a large hall which they help make more intimate. Re-arranging the self-registration desks, as suggested in Figure B10, would direct the flow of traffic to the right of the principal entry, thus generally forming a useful aid toward directing traffic as required.

All displays work within certain constraints and it becomes obvious, therefore, that the present situation must be viewed as such and designed to function within the architectural parameters defining the space available in the VRC. It might be worthwhile at this point to view the displays themselves and to question whether some material may be simplified to better conform with widely-accepted psychological and pedagogical studies.

When the visitor is actually facing the information available, many of the activities, e.g. canoe-camping, scuba diving, require registration and personalised information from park employees. Figure C4 indicates that unsought information on aquatic activities, for example, was given to 4 1/2 times the population on an overnight visit as had originally intended such requests. The same figure reflects an even better information flow for the total population: 5 1/2 times the numbers receiving information on these activities had not originally required this material.

4.2 Visitor behaviour: responses to the displays

One of the important objectives of this evaluation is the measurement of the learning which takes place in the exhibition hall. Since the design of the analysis did not demand a pre-test, post-test pattern, all that can be done is the examination of different patterns of answers by different sub-populations.

It is noticeable that only about 1/3 of the total population visited the Exhibition Hall. This might be improved by clearer definition of the presence of the hall. Signals, both verbal and written may be considered.

To the 35.2% of the total population visiting the exhibition hall, the stated goal, "donner au visiteur le goût d'aller à la découverte de L'Héritage Laurentian et l'inciter à participer aux activités de découverte et de sensibilisation mises sur pied par le service d'interpretation." Those individuals responding positively to such an intention numbered an overwhelming 294 (86.47%). When this question involving the affective domain is followed, however, by the objective, "que le visiteur ait la 'ferme' intention de visiteur le parc et le rechercher les elements authentiques des valeurs qui sont mises en évidence dans le centre." The overt action by which this "ferme" intention may best be judged, for example, is visiting the interpretation activities; fewer than 8% had seen the show in the

polyvalent room which, the B section of the current study reveals to be the most under-used part of the VRC. It might be well worthwhile taking advantage of the positive emotions engendered in visitors at this point to direct them to that hall with its audio-visual presentation on La Mauricie National Park.

Further examination of the brief post-test administered to subjects visiting the exhibition hall reveals that those questions with the highest percentage of correct responses required information on the Indians (question 23) loggers (question 25) and the existence of fishing and hunting clubs (question 29). The latter was answered correctly by 78% of the poulation; the other two with their open formats by approximately 50%. Both parts of the exhibition are located, as may be seen in the Appendix, closest to the door leading into the diorama there. Recalling the research mentioned above (Lakota in Communicating with the Museum Visitor, 1976, p. 254), visitors spend a disproportionate amount of time at the entrance to a display; these results appear to support such a conclusion.

However, this should not prevent us from taking a closer look at the text accompanying the displays. Questions 24, 25, 26, and 27 were all designed to extract information gleaned from the exhibit.

The texts describing the life of the Indians, is extremely varied, supported by details and artifacts which capture the imagination. These people are also far more widely known as a group than are raftsmen about whom there is a much narrower descriptive resevoir from which to draw. Certainly the danger of the life and the rapidity of foot needed was a primary impression which remained with part of the population viewing the display. Responses to open questions about the Indians and the forest convey a greater breadth of knowledge about other parts of the exhibition.

The very positive response of visitors towards the display in the Exhibition Room should form a solid basis for motivating visitors towards a deeper comprehension of the Laurentian heritage. Lakota, in his paper entitled "Good Exhibits on Purpose: Techniques to Improve Exhibit Effectiveness," which is reproduced in toto in ROM's Communicating with the Museum Visitor suggests that barriers to learning are often formed by lack of information on the purpose, content and organization of the exhibits. The visitor therefore is forced to organise the material in front of him, a process which many are unwilling to undertake. The "discovery" method does not work in this setting. At the entrance to the exhibit the following should be stated:

1) what the exhibit is about — topic;
2) how it relates to them -- relevance;

3) how it is organised -- structure;

4) what they can expect to learn -- objectives.

Restatement of these points on a two-dimensional panel which faces the visitor as he leaves the exhibition hall would increase the likelihood of effective learning.

Without the critical information suggested, the visitor is supplied with a barrage of information which he is unable to place in a meaningful context. Since psychology has shown that there are many types of learning styles, such conceptual information will enable the visitor, in the best way possible, to undertake for himself more effective learning. If this information is very clearly stated right at the entrance to the exhibition room, thus telling the visitor what the exhibit is about, his motivation is increased; with that, attention rises and learning takes place. Gagné, in his Principles of Instructional Design, describes the events associated with learning very clearly, indeed.

Psychological experiments also suggest that an exhibit constructed around broad unifying ideas set forth in a powerful, easily understood narrative is best remembered. Their work also suggests that our minds actively seek out meaning from our environment; this active rather than passive participation in the world around us is even viewed as one of the needs which man must fulfill. Deci in his work discusses

the relationship between needs and motivation; the implications here for such installations as that in the Exhibition Hall are clear.

If we accept that our needs demand the establishment of goals, then it follows that one's behaviour is directed towards the fulfillment of such an end. Thc individual's behaviour will always be designed to satisfy his need, depending on the important that he attaches to such a need. A goal-directed quest for information is likely to create its own reward and satisfaction when that need is assuaged.

Such a quest may be greatly facilitated by the insertion of appropriate questions so placed as not to interfere with the atmosphere helped by the use of lite any quotations. Such questions would facilitate the connection between quotation, display and objectives which have been stated at the entrance to the Exhibition Room and help the visitor comprehend the display at the level intended. The covert responses which are thus activated should encourage more active interaction between visits and display, thus resulting in a greater comprehension of the diorama.

Questions requiring a response from the viewer help correlate the information being received with the objective which has been given. The curiosity which has been aroused is also likely to motivate visitor behaviour at this time. Thus the principal objective stated ... "That the visitor can identify the principal characteristics of

each of the values (natural, cultural, histories) mentioned," ... may become the focus of the visitor's attention and more active learning result.

5.0 CONCLUSION AND RECOMMENDATIONS

The main goal of Parks Canada with reference to its national parks is a two-fold one which is defined as the necessity to safeguard for eternity those places amongst their holdings which are representatively Canadian and to cultivate amongst the public the knowledge, the appreciation and the enjoyment of this natural patrimony. The more immediate concern of this study is that of "cultivating knowledge and enjoyment" amongst the very varied cross-section of the population which visits La Mauricie National Park.

The present study endorses the findings of previous ones such as the Profil du Visiteur (1982) and the Evaluation of interpretive elements (1984); the majority of visitors to La Mauricie National Park are male, aged 35 - 49, travel in family groups, have had 10 - 12 years scholarity, and live in the Three Rivers area.

They intend to spend only one day in a park which has been described to them by word-of-mouth. The goal of cultivating knowledge, appreciation and enjoyment in a population such as that described would be difficult under the most favourable circumstances. When we consider however that large sub-groups within that population are female or adolescent, maybe aged 25 - 34 or 50 - 64, may have 19 years and more of scholarity or fewer than 7 years and live anywhere from

Montreal to homes far removed from Quebec, the task of appears monumental. Under the circumstances utilising as much as possible of the research findings associated with communication, pedagogy, and psychology appears mandatory to success.

Reaction to the impression made by the Exhibition Hall is so overwhelmingly favourable, that no charnges to lighting and other elements contributing to the atmoshere are recommended. While a small percentage of persons object to the dim interior, their attitude is more than compensated for by the large numbers who enjoy the atmosphere.

It is difficult, well-nigh impossible, to discuss the success of the elements concerned in a study such as this where no specific standards have been set in the objectives originally stated. Recommendations, therefore, will be made on what seems applicable given the constraints which reality imposes. These recommendations are given in the order indicating the various elements of the study, A, B, C used throughout; numerical order, therefore, does not necessarily indicate priority. All recommendations arise from synthesising the objectives of the current study with the stated objectives of the Visitor Reception Centre.

It is appropriate to mention here that both formative and summative evaluations are more effective and the results more precise if the

objectives are stated in performance terms. This requires that general goals be stated in such a way that the criteria for success, even if marginal, are clear. It is only when such standards are predicted that we may know whether or not the visitor has been sensitized to "the principal natural, cultural and historic values constituting the Laurentian heritage." The designer therefore should decide beforehand how to judge whether the visitor "has realized that la Mauricie" is a region of lakes and forests" or know that the "Amerindians form part of the history" of the area. Further definition of the terms "to realize," "to know" is absolutely necessary. Only in this way may a covert operation be judged by overt means which have been decided at the commencement of the design process. Thus a more precise evaluation may be undertaken, the results of which will be of greater value to all persons concerned with the outcome.

Recommendations A1

Inform visitors entering the Exhibition Hall of the topic, relevance and organisation of the display there

At present it is very easy to miss the Exhibition Hall altogether; the title is far too unobtrusive. Visitors, too, may be attracted in greater numbers by their curiosity, a very powerful emotion, when whetted, thus inducing them to visit. Appropriate texts placed in strategic locations throughout the VRC might encourage such visits. Not to be omitted also is enough information to enable the visit to be a profitable introduction to the Laurentian heritage.

Recommendation A2

Render the present display interactive by inserting questions at appropriate points for visitors entering the Exhibition Hall

Questions which make it clear to the visitor just what he/she is expected to get out of an exhibition help motivate learning. Learning is not a passive activity, and questions which draw attention to its specific facets encourage the active involvement of persons viewing a display. In this way the major goal of the VRC, "to sensitize the visitor to the values ... of the Laurentian heritage" may be aided.

Recommendation A3

Summarise the information given in the Exhibition Hall at the end of the visit

It has been proven by learning theorists that review of information is vital to absorption of facts. Such facts are amongst those stated in the objectives ... knowing the role of the Amerindians ... gaining information on the physical characteristics of the region ... becoming aware of the resulting economic realities of the countryside. Taking advantage of the strong favourable reaction roused in visitors viewing the display is likely to encourage retention of the material presented. Such a review may take many forms: A short self-scored test may be taken; a panel may remind visitors of the important facts shown; a game might be constructed.

Recommendation A4

Encourage visits to the Polyvalent Hall with its interpretive presentation on the park by building on the strongly favourable reaction to the diorama in the Exhibition Hall. Link the past with the present so that visitors can see more clearly the relevance of their experience

It is impossible to over-estimate the part which knowledgeable employees can play in this matter. VRC attendants who are well-informed about the Laurentian heritage can encourage visitors; their

own awareness of the link between past and present as it relates to the milieu may add substantially to the visitors' desire to "participate in the discovery of the park" by means of the different activities offered (see Goal 3, General Objectives in the Appendix). Thus the distance between the Polyvalent Hall and the Exhibition Hall may be construed as an opportunity for constructive interaction between visitor and attendant if the attendant has been trained, as should be obligatory, to do this part of the job.

Recommendation A5

Improve the ventilation system

Several persons mentioned the unbearable heat as being particularly unpleasant. Since improved use of the Exhibition Hall is being encouraged, thought should be given to improvement of the system as a future expenditure.

Recommendation B1

Improve orientation of the visitor by placing close to each entrance to the Welcome Hall a panel clarifying exactly what information may be obtained in the modules located there

The following information should be given briefly and succintly:

1) the organisation of the different parts of the VRC including the Exhibition Hall and Polyvalent Hall;
2) Visitors' expected behaviour.

Numerous studies have shown the necessity of visitors orienting themselves before they undertake a new experience successfully. A panel such as that suggested would, in conformity with the relevant objective stated in the "Programme de realisation," adequately inform visitors about services and activities offered by making available self-information before engaging personnel in the unnecessary repetition of basic facts.

All information given on the panel should be personlised.

Recommendation B2

Widen the orientation base through the use of highly visible signals indicating the subject of each module

Examination of the information revealed in Parts B and C of the study indicate that fewer than 20% of the total population stopped at the camping module. This number is far smaller than the 40% of the total population who plan to camp during their stay at La Mauricie. When placed side by side with the numbers (53.9%) of persons who visited the welcome counter, it is obvious that the relationship is a negative one. Further examination of the numbers of visitors who utilize the other modules indicates also that the entire bank situated in the middle of the hall is less frequently visited than any other. This is the same bank which contains the fishing module — 33.3% of visitors plan fishing; 8.2% visited the module. While one may understand that

at the height of summer, information on winter activities is not a priority, water activities certainly ought to be. Only 4.7% of the total population observed visited this module.

Socio-economic studies of the local population indicate that much of the visiting population is drawn from an area where many reluctant readers are domiciled; visitors, therefore, may not be comfortable examining each of the modules in order to locate the information they require. Some way of guiding them to right modules should be found. By appealing directly to their specific needs and interests, visitors are more likely to utilise the information provided, thus easing the burden of the park personnel which is one of the stated objectives of Welcome Hall.

Recommendetion B3

Encourage the intended circulation pattern by changing the placement of the interior and exterior registration desks. Directional arrows should also be considered.

Most North American visitors are likely to move to the right as a matter of course the suggested change will encourage movement away from the welcome counter. If this is done in conjunction with the signals above described, there should be an even greater likelihood of the modules being used as originally intended.

Recommendation B4

Clearly designate the locations of the Exhibition and Polyvalent Halls making it impossible for visitors to remain ignorant of their existence

Only about 50% of the total population of visitors avail themselves of the opportunity of visiting the Exhibition Hall; fewer than 10% appear to visit the Polyvalent Hall in conjunction with their arrival at the VRC. According to the data extracted during the current study, only 26 of the total polulation actually viewed the audio-visual presentation available there. Very special attention needs to be paid to this problem since the two halls are located across form each other; the connection between one and the other is not immediately obvious. Visitors avoid backtracking but this difficulty cannot be avoided given the design of the VRC.

Recommendation C1

Relocate and/or redesign Panel 6 containing a list of national parks so that it grips the attention of the passerby

It is most unlikely that a list of parks will attract the attention of persons anxious to get on with their planned activities. The choice, therefore, will have to be made as to the desirability of changing the location of Panel 6 around. Photograghs of Lake Wapizagonka will then be located away from the most direct path of traffic between the VRC to the parking lot. This change, however, should include redesigning

the panel to make the information more relevant to the visitors' needs and interests.

Awareness of Parks Canada's responsibility for national parks is one of the principal objectives associated with these exterior modules. Panel 4 which appears far more relevant to visitors with its information on rules governing behaviour will always attract more attention unless the information on Parks Canada is presented in a much more personal way to visitors.

It is anticipated that each of the recommendations made will contribute to the greater enjoyment of visitors to La Mauricie National Park. The cost of putting these into effect should be reasonable as budget constraints have been considered. As with all installations, however, it is suggested that expensive mistakes may be avoided by careful testing of recommendations as they are introduced. In this way the most effective format for a particular population may be identified without undue delay and unnecessary expense.

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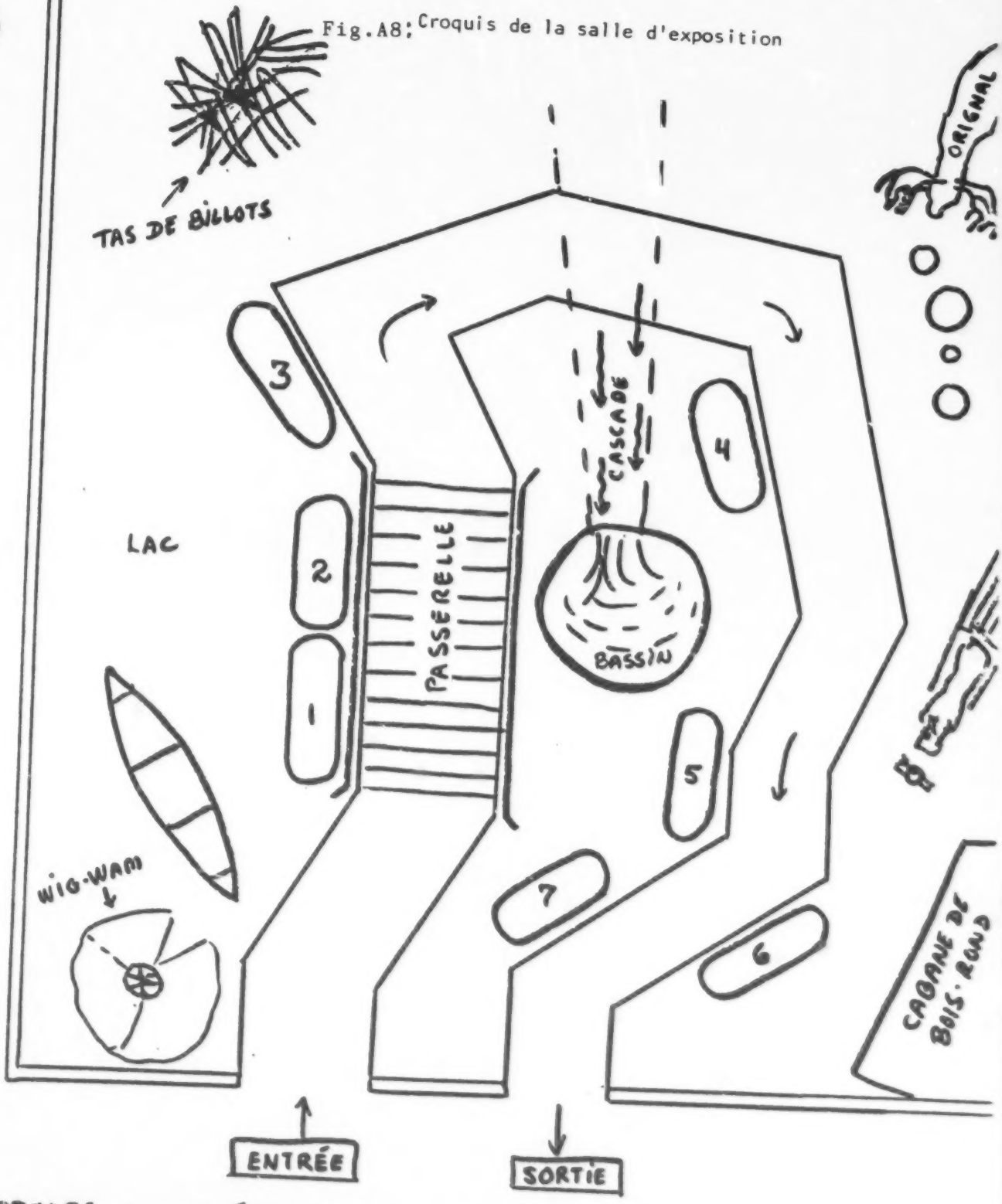
Légende:

1. Salle polyvalente
2. Aire d'accueil
3. Salle d'exposition
4. Panneaux d'information

Figure 1 : Vue d'ensemble du centre

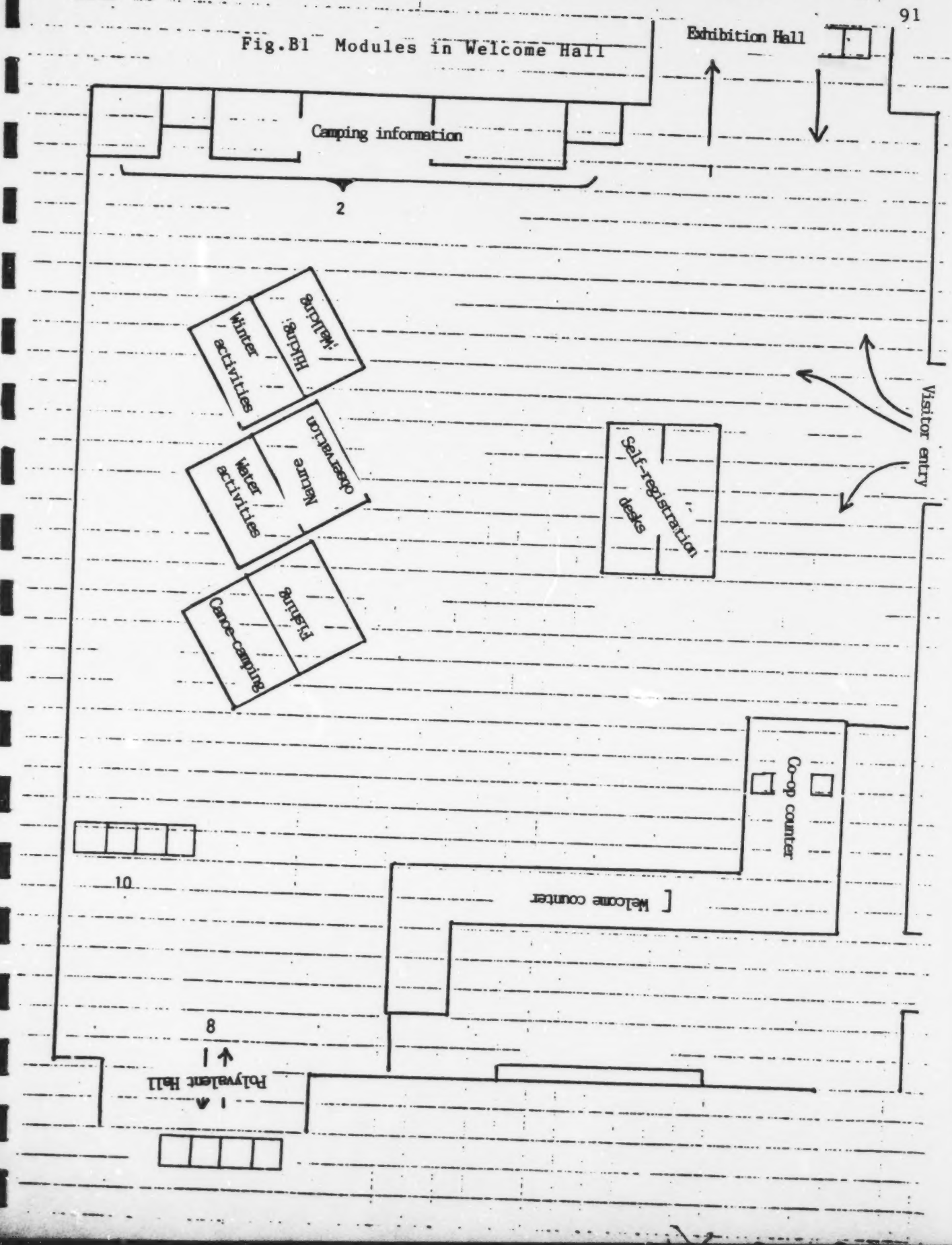
Fig.A8: Croquis de la salle d'exposition



MODULES (THÈMES):

1 - AMÉRINDIENS
2 - LACS, FLAURE, FAUNE
3 - DRAVE,
5 - CASCADES
6 - EXPLOITATION FORESTIÈRE
7 - LES [illegible]

Fig.B1 Modules in Welcome Hall



Légende des panneaux:

1- Horaire des activités d'interprétation
2- Les thèmes du parc
3- Carte synthèse du parc
4- Informations et règlements
5- Photo du lac Wapizagonke
6- Carte du réseau de Parcs Canada

A- Sentier menant à la rivière
B- Entrée des employés
C- Entrée des visiteurs

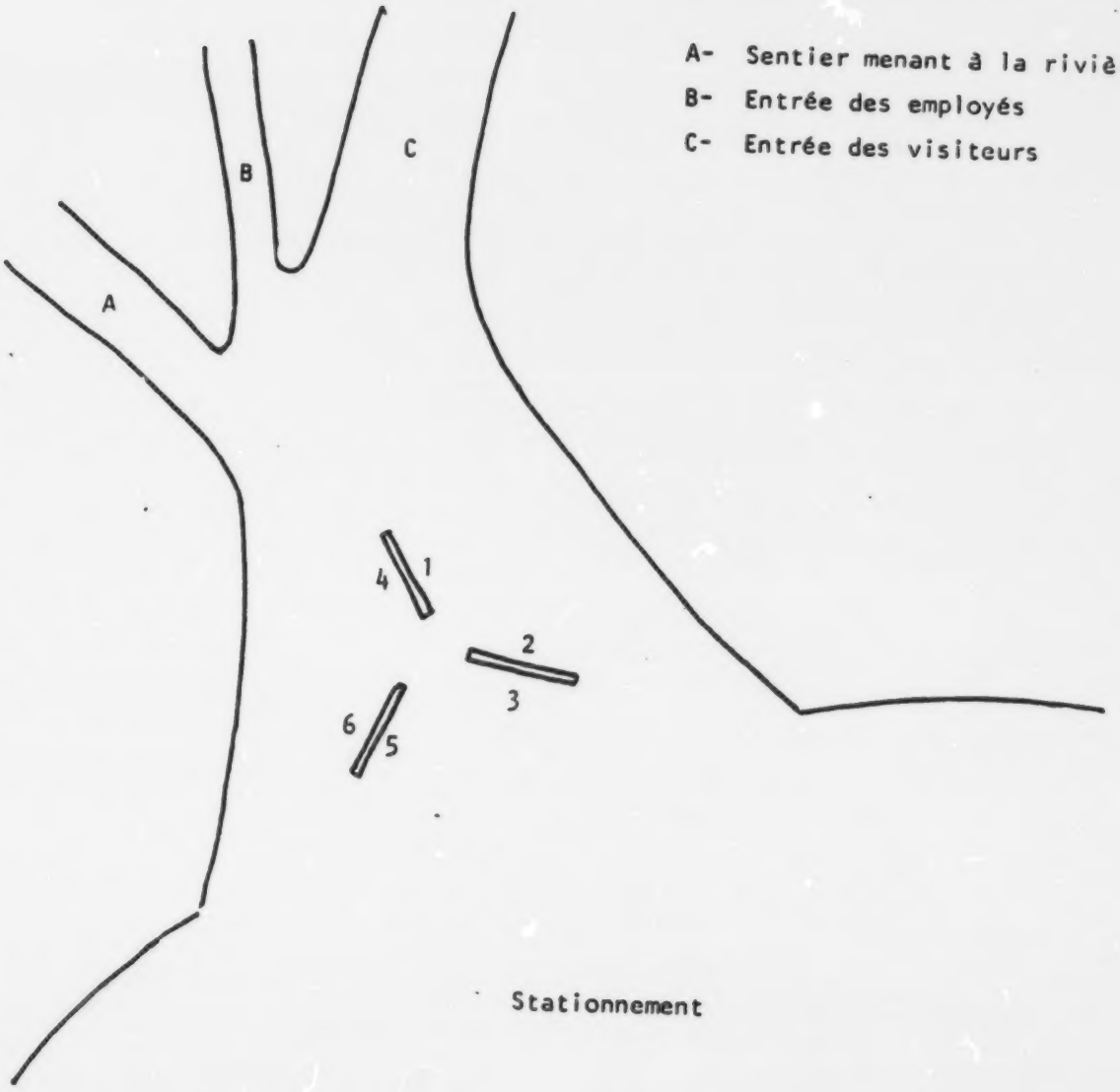


Fig. C1 Fiche d'observation: Panneaux extérieurs

CENTRE D'ACCUEIL ET D'INTERPRETATION
DE SAINT-JEAN-DES-PILES
PARC NATIONAL DE LA MAURICIE

DATES DES JOURS D'ENQUETE (N = 30)

	Juillet			Août	
Samedi	2	AI	Mercredi	3	AI
Dimanche	3	SE	Jeudi	4	SE
Lundi	4	PE	Vendredi	5	SE
Mardi	5	SE	Samedi	6	SE
			Dimanche	7	PE
Samedi	9	SE			
Dimanche	10	SE	Jeudi	11	AI
			Vendredi	12	SE
Vendredi	15	SE	Samedi	13	SE
Samedi	16	SE	Dimanche	14	SE
Dimanche	17	AI			
Lundi	18	SE	Samedi	20	PE
Mardi	19	PE	Dimanche	21	SE
Vendredi	22	SE			
Samedi	23	SE			
Dimanche	24	SE			
Mercredi	27	PE			
Jeudi	28	SE			
Vendredi	29	AI			
Samedi	30	SE			
Dimanche	31	SE			

PE = Panneaux situés à l'extérieur (N = 5)

AI = Espace d'accueil intérieur (N = 5)

SE = Salle d'exposition (N = 20)

PARC NATIONAL DE LA MAURICIE — ST-JEAN-DES-PILES

Afin de mieux vous servir, nous vous invitons à répondre à quelques questions sur votre visite à ce centre d'accueil; vos réponses seront considérées comme strictement confidentielles.

DONNÉES ADMINISTRATIVES

VAR 01 | 1 | 1 | 8 | 3 | 4

VAR 02 | | | | | 8

1. Date: Mois ☐☐ Jour ☐☐

VAR 03

2. Numéro du questionnaire VAR 04 → | | | | 11

VAR 05

3. Heure du début de l'enquête (0000-2400) | | | | 15

VAR 06

4. Sexe du visiteur: VAR 07 ☐
   1 ☐ Masculin
   2 ☐ Féminin

5. Avez-vous déjà été questionné pour une enquête à ce centre au cours de l'été? ☐ VAR 08
   1 ☐ Oui, *si oui arrêter et remercier*
   2 ☐ Non
   3 ☐ Refus

6. Est-ce que vous avez moins de douze ans? VAR 09 ☐ 35
   1 ☐ Oui (arrêt)
   2 ☐ Non

7. De quel groupe d'âge faites-vous partie? VAR 10 ☐ 36
   1 ☐ 12-17 ans
   2 ☐ 18-24 ans
   3 ☐ 25-34 ans
   4 ☐ 35-49 ans
   5 ☐ 50-64 ans
   6 ☐ 65 ans et plus

Quel est le lieu de votre résidence permanente? VAR 11 | VAR 12 | VAR 13 | | | | 29 37

Q → 7.1 | 7.2. | 7.3

Municipalité: _____

Province/état: _____ 30

8. Parmi les définitions suivantes, laquelle décrit le mieux votre groupe? VAR 14 ☐ 28
   1 ☐ Personne seule
   2 ☐ Couple
   3 ☐ Famille
   4 ☐ Groupe d'adultes
   5 ☐ Groupe organisé
   6 ☐ Autre (préciser) _____ 29

9. Combien d'années de scolarité avez-vous complétées? VAR 15 ☐ 27
   1 ☐ 7 années ou moins
   2 ☐ 8 ou 9 années
   3 ☐ 10 à 12 années
   4 ☐ 13 à 15 années
   5 ☐ 16 à 18 années
   6 ☐ 19 années ou plus

10. Venez-vous d'entrer dans le parc par l'entrée de St-Jean-des-Piles? VAR 16 ☐ 28
    1 ☐ Oui
    2 ☐ Non

Est-ce la première fois que vous venez au parc de la Mauricie? VAR 17 ☐ 29
   1 ☐ Oui
   2 ☐ Non

12. Quelle est la durée de votre séjour dans le parc? VAR ☐ 3
    1 ☐ Aucune nuit
    2 ☐ Une nuit ou plus

VAR ☐ 3

13. Comment avez-vous appris l'existence du centre de St-Jean-des-Piles pour la première fois?
    1 ☐ De bouche à oreille
    2 ☐ Par le personnel du parc
    3 ☐ Par le panneau de signalisation sur la route
    4 ☐ Journal (préciser) _____
    5 ☐ Télévision
    6 ☐ Radio
    7 ☐ Autre (préciser) _____

14. Vous êtes venu(e) faire quelles activités dans le parc? Si coché (V), mettre 1.

☐ Aucune en particulier	VAR 20	31
☐ Pêche	VAR 21	32
☐ Canot	VAR 22	33
☐ Baignade	VAR 23	34
☐ Pique-nique	VAR 24	35
☐ Randonnée pédestre	VAR 25	36
☐ Promenade en auto	VAR 26	37
☐ Participation aux activités d'interprétation	VAR 27	38
☐ Camping	VAR 28	39
☐ Canot-camping	VAR 29	40
☐ Visiter le centre	VAR 30	41
☐ Autre (préciser)	VAR 31	42

LA SALLE D'EXPOSITION

15. En visitant la salle d'exposition, quelles sont les choses qui vous ont *frappé le plus*?

VAR ☐ 55

☐ 56

☐

16. Dans la salle d'exposition, quelles sont les choses que vous avez *préférées le plus*? VAR 42

17. Dans la salle d'exposition, quelles sont les choses que vous avez *le moins aimées*? VAR 43

18. Suite à votre visite de la salle d'exposition, quels sont selon vous *les principaux sujets* que le parc veut présenter au public dans cette salle? VAR 44

19. Si vous aviez les moyens de le faire, quels sont les changements que vous feriez dans la salle d'exposition? VAR 45

20. À votre avis, est-ce que le fait d'avoir vu cette salle vous donne plus le goût d'aller visiter le parc? VAR 32
1 ☐ Oui
2 ☐ Non

21. À votre avis, est-ce que le fait d'avoir vu cette salle vous donne plus le goût d'en savoir plus sur le parc? VAR 33
1 ☐ Oui
2 ☐ Non

22. En général, aimes-vous le genre d'exposition que l'on a utilisé dans la salle d'exposition? VAR 34
1 ☐ Beaucoup
2 ☐ Moyennement
3 ☐ Un peu
4 ☐ Très peu
5 ☐ Pas du tout

En visitant la salle d'exposition, qu'avez-vous appris ou retenu sur:

23. Les Indiens? VAR 46

24. Les draveurs? VAR 47

25. Les bûcherons? VAR 48

26. Les lacs? VAR 49

27. La forêt? VAR 50

28. Y a-t-il déjà eu des clubs de chasse et pêche sur le territoire qui constitue aujourd'hui le parc de la Mauricie? VAR 35
1 ☐ Oui
2 ☐ Non
3 ☐ Ne sais pas

29. Est-ce que vous croyez que la salle d'exposition donne une bonne image de ce qu'est la Mauricie? VAR 36
1 ☐ Oui
2 ☐ Non
3 ☐ Peut-être
4 ☐ Ne sais pas

30. Est-ce que vous croyez qu'un visiteur de la Mauricie qui visite cette salle en ressort en étant plus fier de sa région? VAR 37
1 ☐ Oui
2 ☐ Non
3 ☐ Peut-être
4 ☐ Ne sais pas

31. Heure de la fin de l'enquête (0000-2400) VAR 38 VAR 39

32. Avez-vous vu le montage A.V. aujourd'hui? VAR 40
1 ☐ Oui
2 ☐ Non

MERCI DE VOTRE COLLABORATION ☐35

ACCUEIL EXTERIEUR

	1 3 8 3
1. Numéro du questionnaire	
2. Date (mois/jour)	0
3. Heure du début (0000-2400)	
4. Sexe: 1 ☐ Masculin 2 ☐ Féminin	
5. Passé: 1 ☐ Côté est 2 ☐ Côté ouest	
6. Arrêt panneau règlements: 1 ☐ Oui 2 ☐ Non	
7. Arrêt panneau réseau: 1 ☐ Oui 2 ☐ Non	
8. Est-ce que vous êtes allé(e) à l'intérieur du centre?	

1 ☐ Oui
2 ☐ Non (arrêter ici)

9. Est-ce votre première visite au parc de la Mauricie?

1 ☐ Oui
2 ☐ Non

10. Quelle est la durée de votre séjour dans le parc?

1 ☐ Aucune nuit dans le parc
2 ☐ Une nuit ou plus dans le parc

11. Veniez-vous d'entrer dans le parc par l'entrée de St-Jean-des-Piles?

1 ☐ Oui
2 ☐ Non

☐

12. Comment avez-vous appris l'existence du centre d'accueil et d'interprétation de St-Jean-des-Piles la première fois?

☐

☐ De bouche à oreille
☐ Par le personnel du parc
☐ Par le panneau de signalisation sur la route
☐ Journal (préciser): _____
☐ Télévision
☐ Radio
☐ Autre: _____

13. En venant au centre d'accueil, vous êtes venu(e) chercher des informations sur quelles activités parmi les suivantes?

0 ☐ Aucune (passer à) ☐

	1	2	3	4	5	
☒ Pêche	N.O.	PRE	PAN.INT	PAN.EX	DEP	☐☐
☐ Observation de la nature	N.O.	PRE	PAN.INT	PAN.EX	DEP	☐☐
☐ Randonnée	N.O.	PRE	PAN.INT	PAN.EX	DEP	☐☐
☒ Canot-camping	N.O.	PRE	PAN.INT	PAN.EX	DEP	☐☐
☐ Activités aquatiques (baignade, plongée)	N.O.	PRE	PAN.INT	PAN.EX	DEP	☐☐
☐ Activités d'hiver	N.O.	PRE	PAN.INT	PAN.EX	DEP	☐☐
☐ Activités d'interprétation	N.O.	PRE	PAN.INT	PAN.EX	DEP	☐☐
☐ Canot	N.O.	PRE	PAN.INT	PAN.EX	DEP	☐☐
☐ Camping	N.O.	PRE	PAN.INT	PAN.EX	DEP	☐☐
☐ Autre: _____						☐☐

DEP
Dépl.

N.O -> non obtenu
PRE -> Prévu
PAN INT pour un int

14. La visite du centre vous a-t-elle permis de découvrir des activités que l'on peut pratiquer dans le parc mais que vous ne connaissiez pas avant de venir au centre de St-Jean-des-Piles? ☐

1 ☐ Oui
2 ☐ Non

Si oui, lesquelles?

☐ Pêche ☐
☐ Observation de la nature ☐
☐ Randonnée ☐
☐ Canot-camping ☐
☐ Activités aquatiques (baignade, plongée ☐
☐ Activités d'hiver ☐
☐ Activités d'interprétation ☐
☐ Canot ☐
☐ Camping ☐
☐ Autre: _____ ☐

15. Parmi les définitions suivantes, laquelle décrit le mieux votre groupe?

1 ☐ Personne seule
2 ☐ Couple
3 ☐ Famille
4 ☐ Groupe d'adultes
5 ☐ Groupe organisé
6 ☐ Autre → _____ ☐

16. Quel est le lieu de votre résidence permanente?

Municipalité: _____

Province/Etat: _____ ☐☐☐☐☐☐

17. De quel groupe d'âge faites-vous partie?

1 ☐ 12-17 ans
2 ☐ 18-24 ans
3 ☐ 25-34 ans
4 ☐ 35-49 ans
5 ☐ 50-64 ans
6 ☐ 65 ans et plus

18. Pourriez-vous nommer trois actions ou pratiques qui favorisent la conservation de l'environnement dans le parc?

1 _____
2 _____
3 _____

19. Heure de la fin de l'enquête (0000-2400) ☐☐☐☐

Table A1 :Breakdown, sex by age.

SEX / AGE	12-17	18-24	25-34	35-49	50-64	65 & OVER	TOTAL
MALE	6	33	50	66	31	10	196
	1.76	9.71	14.71	19.41	9.12	2.94	57.65
	3.06	16.84	25.51	33.67	15.82	5.10	
	35.29	67.35	56.82	57.89	58.49	52.63	
FEMALE	11	16	38	48	22	9	144
	3.24	4.71	11.18	14.12	6.47	2.65	42.35
	7.64	11.11	26.39	33.33	15.28	6.25	
	64.71	32.65	43.18	42.11	41.51	47.37	
TOTAL	17	49	88	114	53	19	340
	5.00	14.41	25.88	33.53	15.59	5.59	100.00

Table A2: Population breakdown: group profile and pattern of visit

Group Profile	Total Population	1st Visit	Overnight
Single	11	2	2
Couple	72	35	32
Family	170	65	81
Adult	79	34	33
Organised	2	1	1
Other	6	2	1

Table A4: Activities preferred by visitors to La Mauricie National Park

	Total population	First-time	Overnight
Fishing	39	17	31
Canoeing	114	49	89
Swimming	176	70	110
Picnic	198	82	110
Walk/hike	130	64	83
Car drive	170	31	14
Interpretation activities	14	5	8
Camping	136	68	—
Canoe camping	—	1	206
Visit VRC	110	43	26
Other	67	23	17

Table B1: Age groups visitors consulting least used units

	12-18 yrs		19-50 yrs		50 + yrs		Total	
	%	N	%	N	%	N	%	N
Winter activities	0.4	1	4.7	12	0.8	2	5.9	15
Water activities	0.4	1	3.9	10	0.4	1	4.7	12
Canoe-camping	0.4	1	3.9	10	0.8	2	5.1	13
Walking/hiking	0.8	2	6.6	17	0.0	0	7.4	19
Nature observation	0.8	2	5.9	15	0.4	1	7.0	18
Fishing	0.4	1	7.4	19	0.4	1	8.2	21
Polyvalent hall	0.8	2	3.1	8	0.4	1	4.3	11
Reg. desk—ext.	0.4	11	3.1	8	0.0	0	3.5	9
Reg. desk—int.	0.00	0	6.3	16	2.0	5	8.2	21

Table B2: Age groups visitors consulting moderately used units

	12-18 yrs		19 - 50 yrs		50+ yrs		Total	
	%	N	%	N	%	N	%	N
Camping	1.2	3	12.1	31	3.1	8	16.4	42
Coop	0.4	1	14.1	36	1.6	4	16.0	41

Table B3

Table B3: Mean time (secs.) spent in VCR by certain visitors

	N		N		N		N	
Expo Hall	64	35.00						
male	33		5	10.6	28	53.56	-	-
female	31		3	61.3	23	66.48	5	17.6
Multi-use Hall	11	178.81						
washrooms								
male			2	212.00	6	204.00.		-
female			-	-	2	79.00	1	161
Welcome Counter	138	35.39						
male			8	18.25	80	32.81	4	17.25
female			2	5.5	35	51.89	9	24.11
Co-op Assoc.	41	32.24						
male			1	13.00	19	39.74	2	10.50
female			-	-	17	16.71	2	124.501

Extremes — seconds

Lowest	Highest
2	311
2	388
2	406
2	410
4	660

Range 658 seconds

Standard deviation 79.81
Skewness 3.91

Table C3: Persons consulting exterior panels: group profile

	Total population		First visit		Previous Visit		Overnight Stay		1 Day visit	
	%	N	%	N	%	N	%	N	%	N
Single	2.0	3	1.5	1	2.5	2	1.2	1	3.1	2
Couple	22.4	33	32.8	22	13.7	11	28.9	24	14.1	9
Adult group	56.5	83	44.8	30	66.2	53	55.4	46	57.8	37
Organized group	16.3	24	16.4	11	16.2	13	14.5	12	18.8	12
Others	2.7	4	4.5	3	1.2	1	—	—	6.3	4

Table C4: Persons consulting exterior panels: region of permanent residence

	Total population		First visit		Previous Visit		Overnight		1 Day visit	
		N		N		N		N		N
Outside Quebec (0)	7.5	11	10.4	7	5.0	4	10.8	9	3.1	2
Saguenay Lac St. Jean (1)	0.7	1	1.5	1	—	—	—	—	1.6	1
Quebec (3)	15.0	22	19.4	12	17.2	9	19.3	16	9.4	6
Trois Rivières (4)	42.2	62	20.9	14	60.0	48	20.5	17	70.3	45
Montreal (6)	33.3	49	44.8	30	23.7	19	47.0	39	15.6	10
Ottawa (7)	.7	1	1.5	1	—	—	1.2	1	—	—
North Shore (9)	.7	1	1.5	1	—	—	1.2	1	—	—

Table C5 Persons contacting ... [illegible]

groups

Age	Total population		First visit		Previous Visit		Overnight Stay		1 Day visit	
12 - 17	1.4	2	—	—	2.5	2	2.4	—	—	—
18 - 24	17.0	25	16.4	11	17.5	14	20.5	17	12.5	8
25 - 34	22.4	33	23.9	16	21.2	17	26.5	22	17.2	11
35 - 49	36.1	53	34.3	23	37.5	30	37.3	31	34.4	22
50 - 64	20.4	30	20.9	14	20.0	16	12.0	10	31.3	20
65+	2.7	4	4.5	3	1.2	1	1.2	1	4.7	3

Table C7: Reception of information by different categories of population

	Total population		First visit		Previous Visit		Overnight Stay		1 Day visit	
Yes	42.2	62	52.2	35	33.7	27	38.6	32	46.9	30
No	57.8	85	47.8	32	66.2	53	61.4	51	53.1	34

Table C8: Information acquired by visitors to La Mauricie National Park

	Total population N = 147		First visit N = 67		Previous Visit N = 80		Overnight Stay N = 83		1 Day visit N = 64	
	%	N	%	N	%	N	%	N	%	N
Variables 53										
Good response	90.5	133	91.0	61	90.0	72	88.0	73	93.8	60
No/Poor response	9.5	14	9.0	6	10.0	8	12.0	10	6.3	4
Variables 54										
Good response	78.9	116	76.1	51	81.3	65	75.9	63	82.8	53
No/Poor response	21.1	31	23.9	16	18.8	15	24.1	20	17.2	11
Variables 55										
Good response	52.4	77	53.9	36	57.5	46	60.2	50	42.2	27
No/Poor response	47.6	70	46.3	31	42.5	34	39.8	33	57.8	37

PROJET D'ÉVALUATION
SALLE D'INTERPRÉTATION
CENTRE POLYVALENT DE SJDP

Le module consacré à l'interprétation dans le centre polyvalent de St-Jean des Piles a été conçu de façon à jouer un rôle précis d'introduction en regard des autres interventions d'interprétation réalisées dans l'ensemble du parc pour permettre au public de mieux comprendre à quoi tient le caractère du parc national de La Mauricie.

Ce rôle consiste essentiellement à faire ressortir les grands traits autour desquels s'articule le thème d'interprétation du parc: L'HÉRITAGE LAURENTIEN. Et c'est à ce niveau qu'il faut chercher à comprendre le véritable sens de l'approche utilisée pour rejoindre le public.

La conception et la réalisation du projet s'est faite en référence à quatre objectifs présentés à tous les intervenants comme les INTENTIONS à garder omniprésentes derrière toutes démarches entreprises. Le projet maintenant réalisé s'en veut le résultat.

Voici donc ces quatre intentions, le sens à accorder aux mots utilisés pour les traduire et la direction à prendre pour les vérifier:

INTENTION 1

Sensibiliser le visiteur aux principales valeurs naturelles, culturelles et historiques qui constituent l'HÉRITAGE LAURENTIEN d'ici.

En d'autres mots: Identifier les principales caractéristiques qui se rattachent aux valeurs naturelles, culturelles et historiques propres au parc.

Associer l'une à l'autre ces différentes valeurs

de façon à ce que le visiteur soit en mesure d'en parler.

- À un premier niveau de sensibilisation:

  .. Réaliser que la Mauricie c'est un paysage de lacs et de forêts.

- À un deuxième niveau de sensibilisation:

  - Savoir que les amérindiens font partie de l'histoire de La Mauricie.

  - Réaliser que les lacs sont nombreux et présents.

  - Savoir qu'il y a eu et qu'il y a encore de la drave en Mauricie.
    Savoir que ça consiste en une opération de flottage du bois de pulpe après une opération de coupe.

  - Réaliser que la forêt est présente partout.

  - Savoir que l'eau, les roches, les dénivellations, les cascades se retrouvent un peu partout.

  - Réaliser qu'il y a eu une vie de chantier en forêt autour de l'opération de coupe en hiver.

  - Savoir que les clubs de chasse et de pêche ont existés.

■ À un troisième niveau de sensibilisation:

- Savoir que les amérindiens vivaient dans des tentes, faisaient du trappage, se déplaçaient en canot en suivant lacs et rivières et avaient un mode de vie en adaptation avec la nature.

- Réaliser que la vie autour des lacs est abondante et comprend des plantes aquatiques, des poissons, des mammifères, des oiseaux et des insectes.

- Savoir que la drave est reliée au St-Maurice, qu'elle nécessite des outils spécialisés, qu'elle est un métier exigeant et dangereux rattaché à la production du papier.

- Savoir que la forêt est constituée de conifères et de feuillus, et qu'elle est un milieu de vie pour une variété d'animaux qu'on peut identifier.

- Savoir que l'eau dévale les pentes et les surfaces rocheuses pour créer des cascades autour desquelles abondent des surfaces verdoyantes de mousses et de plantes.

- Réaliser que la vie de chantier, c'est tout un monde, avec un outillage spécialisé et des chevaux et que ça se passe loin des siens en hiver.

- Savoir que c'est surtout des étrangers qui possédaient des clubs, un privilège qui donnaient du travail à des gens de la région.

INTENTION 2

Susciter chez le visiteur un sentiment d'appartenance au milieu laurentien en le sensibilisant au caractère unique de ce milieu.

En d'autres mots: Pouvoir s'associer à la région, à son paysage.
Avoir le "feeling" du type de paysage.
Se sentir chez soi et à l'aise dans cet environnement.
Savoir l'histoire de la région par le vécu.
Avoir apprivoisé la région.
Connaître les limites de sa région.
Pouvoir parler et raconter sur la région.
Exprimer un sens de propriétaire de la région.
Sentir que son existence fait partie de la région.
Avoir été façonné par des éléments de la région.
Distinguer le milieu par rapport à d'autres milieux.
Etre fier d'appartenir à une région.

NB: Ce sentiment s'applique principalement à la majorité de visiteurs qui proviennent de la région de La Mauricie, bien que le paysage laurentien, propre à l'environnement de visiteurs de plusieurs autres régions, trouve des échos chez un très grand nombre de ceux qui fréquentent le parc national de La Mauricie.

NB: Cette deuxième intention peut se vérifier par une série de questions du genre de celles-ci:

- Y-a-t-il des choses que vous voyez ici et que vous connaissez bien?
- Les choses qui vous sont présentées ici vous rappèlent-elles quelque chose?
- Les choses dont on vous parle ici existent-elles chez-vous, dans votre milieu?
- Si vous aviez à parler à quelqu'un de ce qui caractérise la Mauricie, que lui diriez-vous?
- Qu'est-ce qu'on retrouve ici dans la nature, dans les Laurentides?
- Etes-vous familier avec les activités qu'on peut avoir ici en forêt dans La Mauricie?
- Vous sentez-vous à l'aise de vous promener en forêt dans la région ou dans les Laurentides ailleurs?

Et les éléments de réponse doivent obligatoirement graviter autour des principales valeurs naturelles, culturelles et historiques qui constituent l'HÉRITAGE LAURENTIEN, à savoir:

La présence amérindienne
Le milieu lacustre
La drave
Le milieu forestier
La coupe forestière
Les falaises et l'eau vive
Les clubs de chasse et de pêche

INTENTION 3

Donner au visiteur le goût d'aller à la découverte de "l'HÉRITAGE LAURENTIEN" et l'inciter à participer aux activités de découverte et de sensibilisation mises sur pied par le service de l'interprétation.

En d'autres mots: Que le visiteur manifeste l'intention de visiter le parc et de vouloir en connaître davantage sur les éléments qui sont identifiés comme des valeurs propres à l'HÉRITAGE LAURENTIEN.

Que le visiteur soit intéressé à participer à une activité d'interprétation à un moment quelconque de sa visite.

NB: Cette troisième intention peut se vérifier par des gestes, des démarches, des attitudes du genre de ceux-ci:

- Demander des dépliants sur le parc.
- S'informer sur les activités d'interprétation offertes.
- Chercher à consulter et à comprendre l'horaire.
- Essayer de démêler l'information écrite disponible partout.

- Etre curieux de participer à des activités d'interprétation.
- Se rendre dans un amphithéâtre le soir.
- Rechercher des activités d'interprétation.
- Modifier son programme de séjour.
- Visiter des lieux où il y a des aménagements d'interprétation.

- Réaliser qu'à passer du temps en nature, on en connaît davantage sur toutes sortes de chose.
- Vouloir passer plus de temps dans le parc.

INTENTION 4

Permettre au visiteur de saisir la place qu'il occupe présentement dans l'environnement en regard du passé et de l'avenir du milieu laurentien de La Mauricie.

En d'autres mots: Que le visiteur se sente responsable de la conservation et de la protection de ce patrimoine qui lui appartient et dont il fait majoritairement partie.

Que le visiteur devienne plus réceptif à l'importance de transmettre pour les générations à venir des faits et des valeurs qui ont marqué le paysage de La Mauricie pour lui donner le caractère qui lui est propre aujourd'hui.

NB: Cette quatrième et dernière intention peut se vérifier par des indicateurs variés du genre de ceux-ci:

- Comprendre l'importance de la réglementation du parc.
- Comprendre l'importance de l'interdiction de cueillir des plantes et de ramasser des spécimens dans le parc.
- Saisir la raison d'être des quotas de pêche.
- Comprendre le bien fondé de l'interdiction de la chasse.
- Réaliser que la conservation du patrimoine c'est l'affaire de tout le monde.
- Comprendre que chacun peut jouer un rôle dans la conservation de son environnement.

- Réaliser que la conservation c'est un effort soutenu.
- Comprendre que l'homme doit vivre en harmonie avec son milieu.
- Réaliser que l'homme fait partie de la nature et que la qualité de son existence dépend de la qualité de la nature.
- Comprendre que la place et l'histoire de l'homme contribue au caractère d'un paysage et d'une région.

M. Barry

Michel Barry
Chargé d'interprétation
20 janvier 1983

INTENTION 2

1) Le sentiment d'appartenance s'applique principalement à la majorité des visiteurs de la Mauricie en tant qu'une clientèle cible particulière. Cette clientèle constitue de plus une majorité de visiteurs du parc.

2) La salle d'exposition se propose de susciter la part du sentiment d'appartenance qui se rapporte aux volets du patrimoine naturel et culturel d'où le parc tire sa signification.
(Thème du parc et thèmes de base pour l'interprétation).

3) Le sentiment d'appartenance existe certainement chez la population de la Mauricie, mais à des niveaux très divers et pour des aspects aussi flous qu'imprécis. Il s'agit dans la salle d'exposition de faire en sorte que le sentiment d'appartenance se polarise autour des valeurs d'où le parc et la région tirent une partie de leur signification.

4) Il devra y avoir une différence de perception entre ceux qui visitent et ceux qui ne visitent pas la salle d'exposition, dans le sens que cette salle met le doigt sur des aspects précis propre à susciter une appartenance. Ces aspects sont les valeurs d'où le parc et la région de la Mauricie tirent une bonne partie de leur signification.

Michel Barry

Chargé d'interprétation

M Barry 3/03/83

ÉCLAIRCISSEMENTS SUR LES INTENTIONS 2 ET 3
PROJET D'ÉVALUATION
SALLE D'INTERPRÉTATION
CENTRE POLYVALENT DE SJDP

INTENTION 3

1) Ce qui veut donner le goût d'aller à la découverte, c'est l'ensemble du contexte de la salle qui permet de constater que dans le paysage de lacs et de forêt il y a plus que des arbres et de l'eau. Il y a des traces partout de la multitude de choses et de faits qui constituent et animent le milieu naturel, tout en servant de terrain d'assise pour la présence amérindienne, la vie des chantiers forestiers, les activités de drave et l'établissement des clubs de chasse et de pêche.
Toutes ces valeurs se connaissent et se comprennent un peu mieux en parcourant les espaces qui les ont vu naître et se manifester; le parc est un de ceux-là.
Et certaines de ces valeurs, parmi les plus significatives, sont présentées dans la salle d'exposition. Pour en savoir davantage, le parc est présent pour qui veut en profiter.

2) L'explication ci-dessus s'applique aussi pour le point 2. L'information sur le programme d'interprétation, située à l'extérieur du bâtiment, prend une signification plus tangible lorsque la salle d'exposition est visitée.

3) Les activités de découverte et de sensibilisation sont indiquées sur le tableau situé à l'extérieur du bâtiment. (Programme d'interprétation et Horaire des activités).

   A) Après avoir visité la salle d'exposition,

   B) Le visiteur devrait avoir davantage l'intention d'en connaître davantage sur le parc et sur ce qui lui donne sa valeur.

   C) La lecture de l'horaire des activités d'interprétation et des thèmes traités dans le parc, prend une signification pratique en constituant une occasion de découverte offerte gracieusement.